

SEP 24 1925

©CIL 21840

COAST OF FOLLY

Photoplay in 7 reels

Adapted by James Creelman

From the novel by Coningsby Dawson

Screen play by Forest Halsey

Author of the photoplay (under section 62)
Famous Players-Lasky Corporation of U.S.

Washington, D. C.

Register of Copyrights
Washington, D. C.

SEP 24 1925

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

The Coast of Folly - 7 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Coast of Folly	9-23-25	©CIL 21840

The return of the above copies was requested by the said
Company, by its agent and attorney on the 23rd day of
Sept. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Copies Returned

3.15 P.M. SEP 25 1925

SEP 25 1925

Fulton Brylawski

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

GLORIA SWANSON

"THE COAST OF FOLLY"

An ALLAN DAWSON Production

Adapted by James Greelman from the novel by Coningsby Dawson

Screen play by Forrest Halsey

A Paramount Picture

A Modern Love-Drama with a Dazzle

THE phrase, "the greatest Swanson picture ever made," has been used before. Not without truth. But if ever a picture merited that phrase, it's "The Coast of Folly." Only this time it ought to be printed in bold italics, for that's just what it is — *The Greatest Swanson Picture Ever Made!*

It's a story of frivolous, fashionable, money-drunk Palm Beach. Of a beautiful girl (played by Gloria Swanson) who is swallowed up in the dangerous undercurrent and dashed upon the shoals of scandal. How she fights back and finally finds the harbor of love and happiness is absorbingly told without a second's let-down of suspense.

Not only is this Gloria's greatest acting role—her first big dual role in which she plays two distinct characters—but also her greatest fashion role in which she displays the latest in beach and ball-room styles. Gorgeous doesn't half describe them.

Adapted by James Greelman from the novel by Coningsby Dawson. Screen play by Forrest Halsey

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A Paramount Picture

SHEET

With a Dazzling American Background



SWANSON
in
"THE COAST
OF FOLLY"

it is — *The Greatest Swanson Picture Ever Made!*

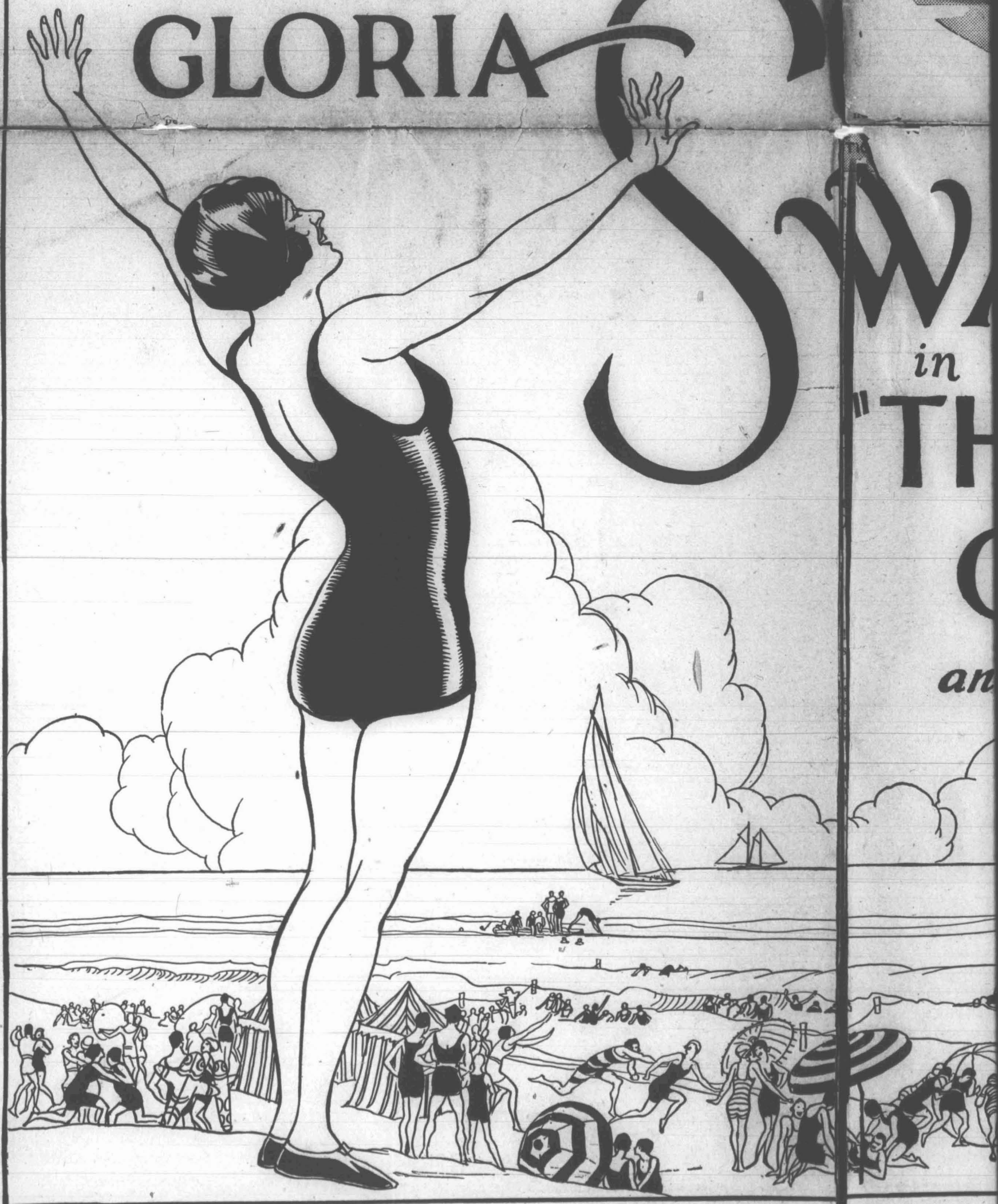
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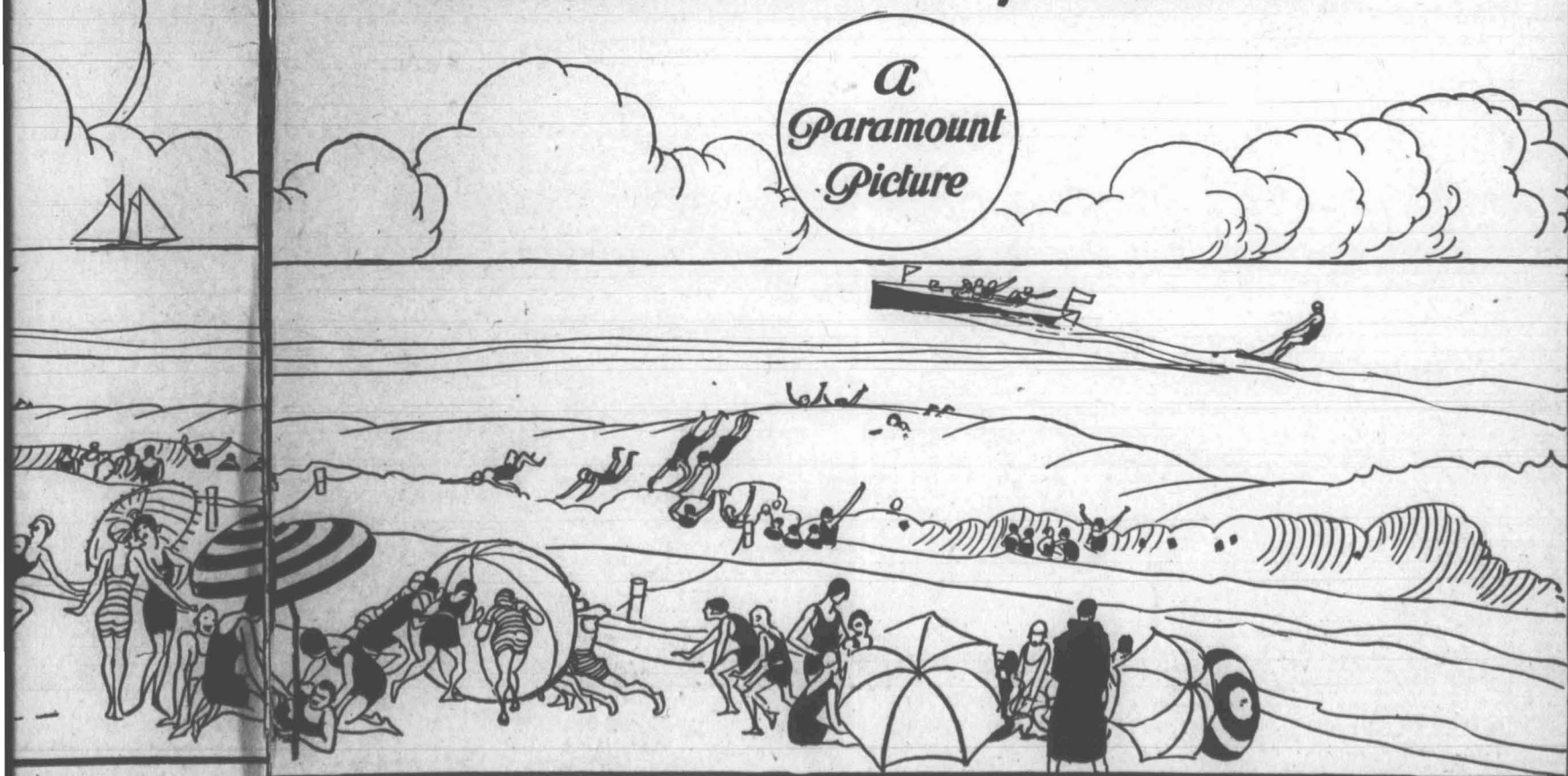
SWANSON

in

"THE COAST OF FOLLY"

an ALLAN DWAN production

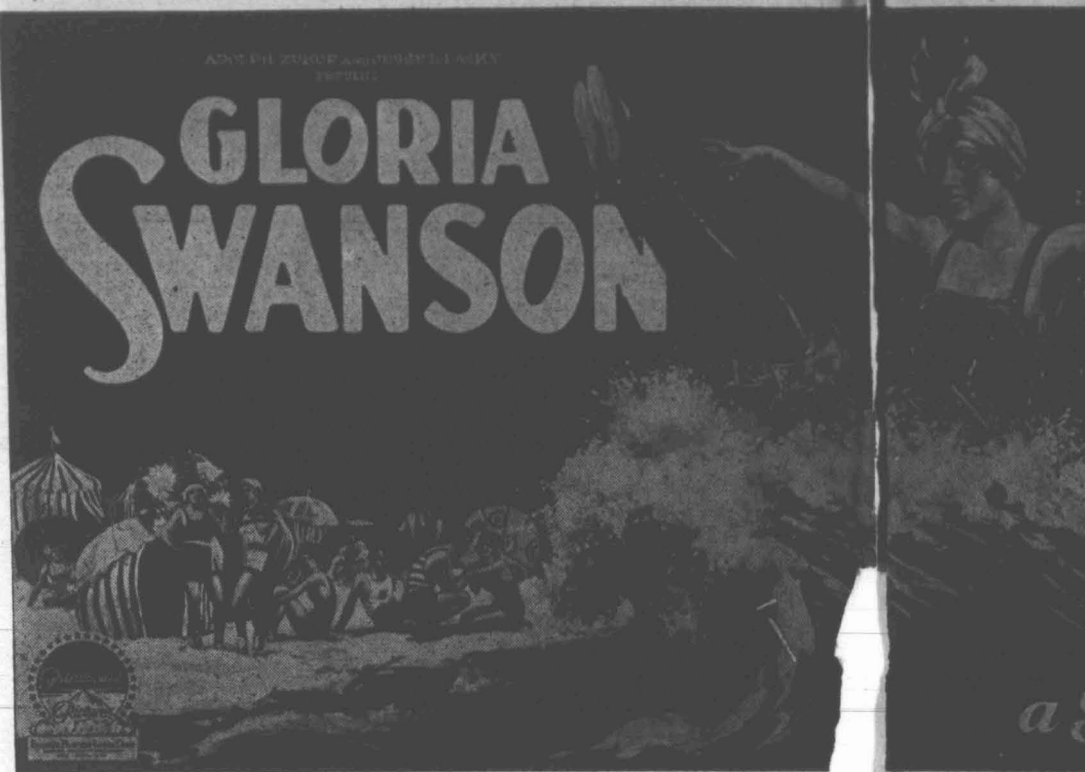
*a
Paramount
Picture*



(Full Page) Newspaper Advertisement 7A. Mats 50c at your Paramount Exchange.

24—SHEET

Illustrated on the right is the striking 24-sheet on "The Coast of Folly." Handsomely colored and printed on crisp, strong stock. \$2.40 at exchanges.



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

GLORIA SWANSON

IN "The Coast of Folly"

GLORIA 'mid the wild waves and wild wives of Palm Beach.

A love-fashion-comedy role that carries her even beyond the heights of "Manhandled."

AN ALLAN DWAN PRODUCTION



Four-column Newspaper Advertisement 4A

"Rainbow Photos" of Gloria Swanson

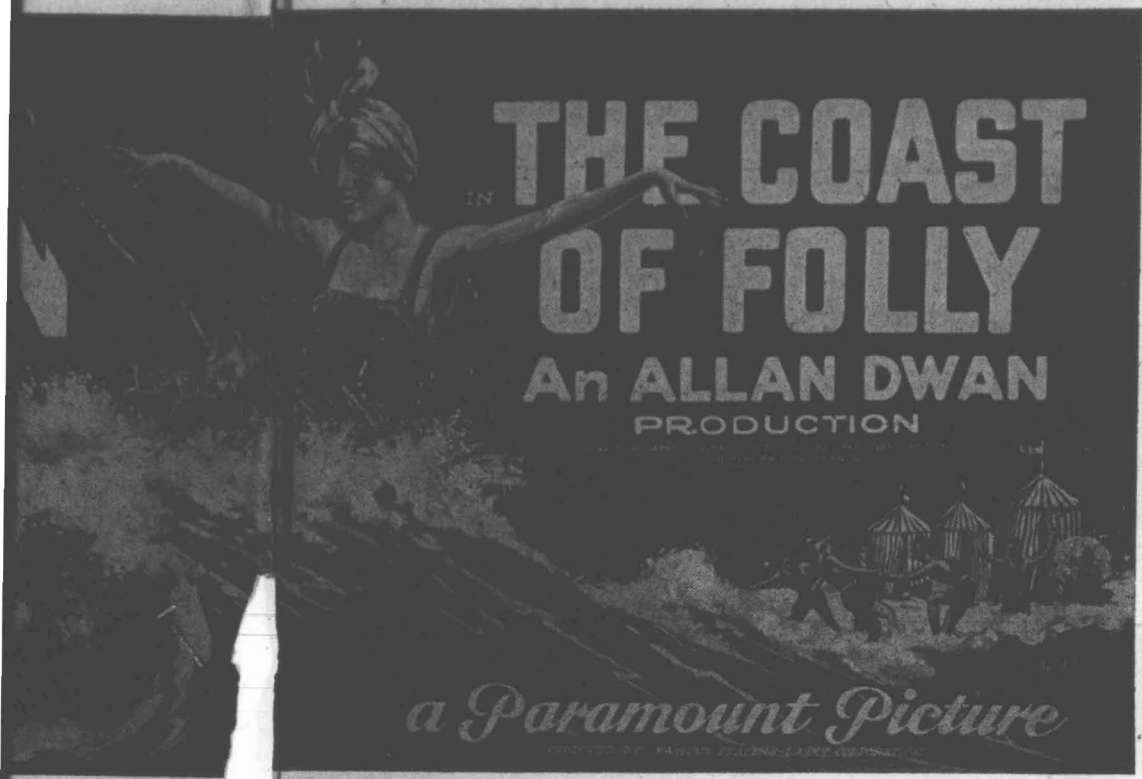
Paramount's Ad Sales Department, always on the job with new ideas in advertising, has just added another important item to its growing list of box-office aids. A de luxe 22 x 28 star photo of a new kind. They are actual photographs, beautifully colored, and carry the star's autograph. They're beauties! If you want the personal touch in your

lobby, office or window display of star photos, "Rainbow Photos" have it! And as prizes for patrons, we can't think of anything fans would treasure more.

Two styles are obtainable — one of Swanson and one of Meighan. \$1.00 for either, and when you see 'em, you'll say they're mighty fine buys!

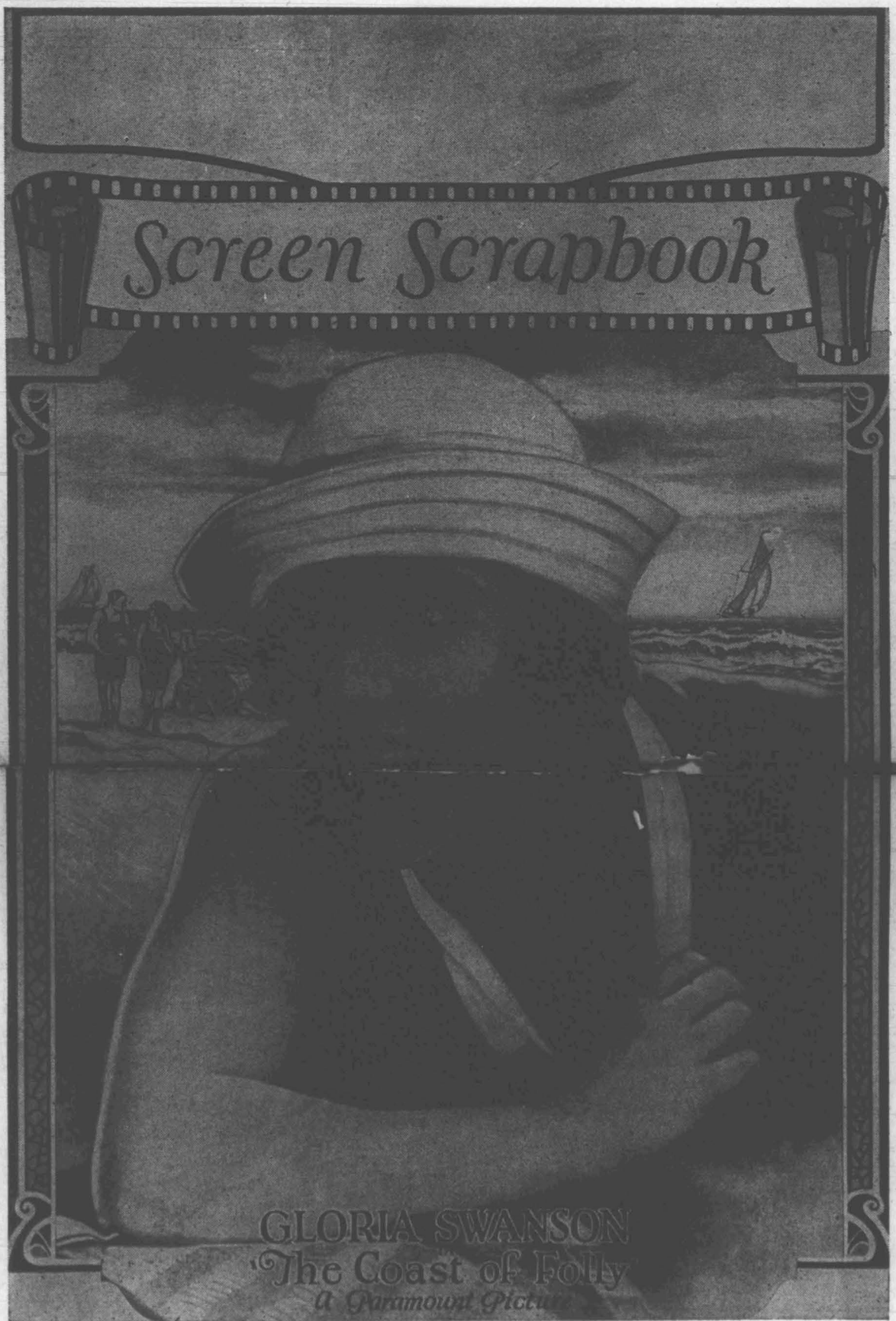
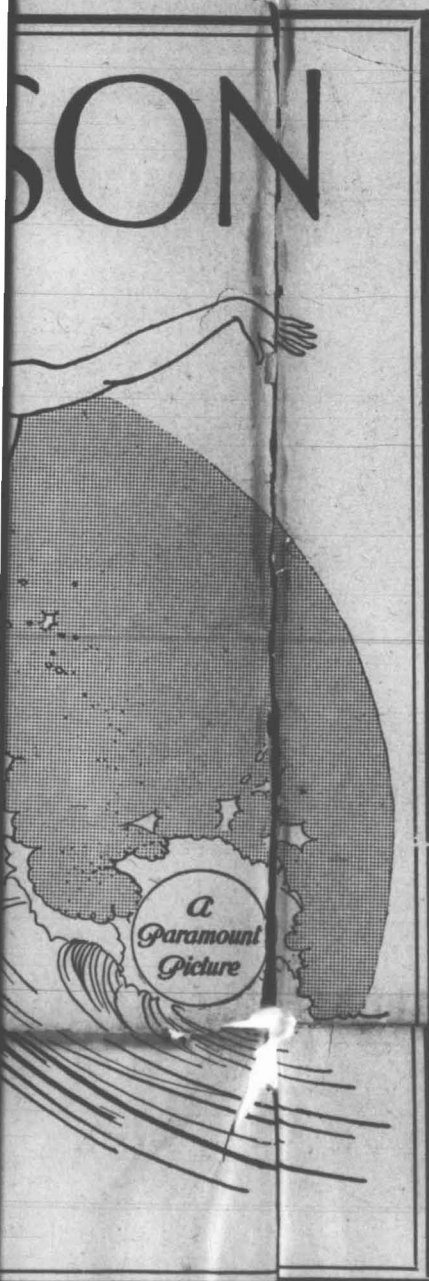
EXTRA MATERIAL!

Roto Magazine
De Luxe Herald
Special Banner
"Rainbow Photos"
8 Enlargements
2 22x28's
7-column Ad



POSTERS

See the exceptional line of posters on Page 6. They're all beauties and sure bets for the box office. Your Ad Sales Manager will gladly show samples.



EXTRA MATERIAL!

Roto Magazine
De Luxe Herald
Special Banner
"Rainbow Photos"
8 Enlargements
222-2818

Classy Four-Page Rotogravure Magazine

GLORIA SWANSON IN "The Coast of Folly"

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7-column Ad
2 2-col. Ads
2 1-col. Ads
2 Supplementaries



GLORIA SWANSON, LAWRENCE GRAY AND ANTHONY JOWITT IN A SCENE FROM THE PARAMOUNT PICTURE "THE COAST OF FOLLY" AN ALLAN DWAN PRODUCTION

Three-column Production Mat 3P

Try these
halftones!



GLORIA SWANSON AND ANTHONY JOWITT IN A SCENE FROM THE PARAMOUNT PICTURE "THE COAST OF FOLLY" AN ALLAN DWAN PRODUCTION

Two-column Production Mat 3P

Screen Scrapbook

A
Paramount
Picture

EXTRA MATERIAL!

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De Luxe, Herald
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"The Coast of Folly"
A Paramount Picture

Classy Four-Page Rotogravure Magazine

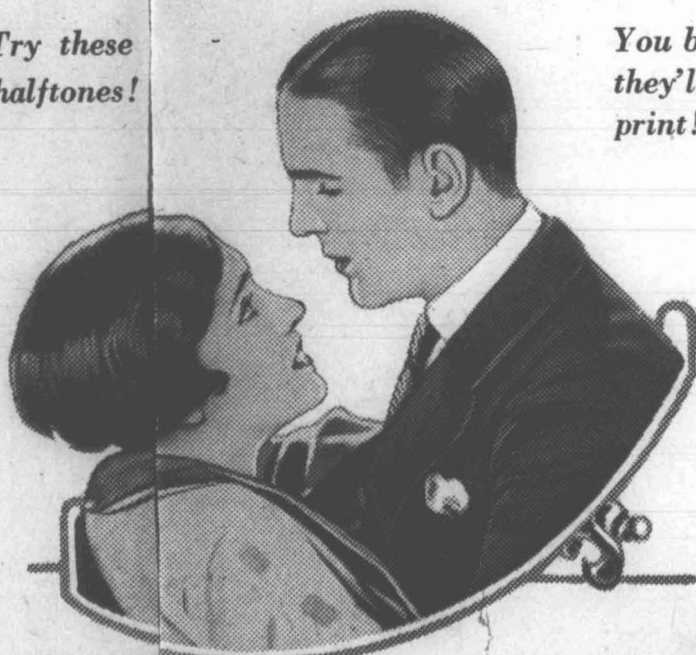
Above is a reproduction of the striking cover of the four-page roto magazine on "The Coast of Folly." Actual size is 10½" x 16½".

Ask your local Ad Sales Manager to explain the many tie-up angles to this roto and also how you can convert the back page into a wonderful dividend-paying proposition.

A thousand for only \$7.50. Samples at your Paramount exchange.

Try these
halftones!

You bet
they'll
print!



GLORIA SWANSON AND ANTHONY JOWITT IN THE PARAMOUNT PICTURE "THE COAST OF FOLLY" AN ALLAN DWAN PRODUCTION

Two-column Production Mat 2P



GLORIA SWANSON IN THE PARAMOUNT PICTURE "THE COAST OF FOLLY"

Production Mat 1PA



GLORIA SWANSON IN THE PARAMOUNT PICTURE "THE COAST OF FOLLY"

Production Mat 1PB

BANNER

To the right is
special 3' x 10'
colored banner
on this picture.



The Most Gorgeous and De Luxe Sw

Let Your Patrons Realize What They're Going to Get

They've Got the Real Gloria Swanson, a Beautiful, Youthful, Luxuriously-Gowned, Captivating Girl, but also a New Swanson—a Veritable Bernhardt of the Screen.

IN the first place, exhibitors should realize that "The Coast of Folly" is a super de luxe production of the very highest type. But more than that, it is an example of some of the finest acting that has ever appeared on the screen.

The picture opens with a short scene of twenty years ago, where Nadine Gathway leaves her millionaire husband and her baby. This is your first view of Gloria Swanson dressed in the style of twenty years ago.

The Movie Ball

The next view shows her as Joyce Gathway the daughter 20 years old, at Palm Beach today and the scenes following are the most colorful in the picture. One of the particular high points is the Movie Ball at Palm Beach in which the characters portray different motion pictures. For instance, one man is dressed as "The Sea Hawk"; another is Moses in "The Ten Commandments"; a girl is dressed as Mae Murray, two more like the "Two Orphans". In fact, a great number of characters are represented in this ball, and a good contest could be arranged with prizes, for the persons who can recognize the most motion picture characters in this sequence. There is also a shot of a girl labelled "The Clothes Horse," who comes up to Joyce Gathway. When Joyce asks her whom she represents she says, "Gloria Swanson."

Joyce says, "I know her, and her nose is not like that. It is tiny and cute."

There is a great kick in this part of the picture in which Gloria Swanson is seen kidding herself.

Enter, Real Drama

And then we come into the rear part of the picture in which Miss Swanson is seen as the Countess Tauro. This is the real big characterization of the picture with some of the most wonderful acting ever portrayed on the screen. You should, if possible, prepare your patrons for this characterization. We all know that the big Swanson draw is because of her beauty, her clothes, and her marvelous youthful acting ability. But your patrons should be made to realize that in her role of the mother they are seeing one of the greatest characterizations in years when Gloria Swanson, who one minute is the youthful Joyce, becomes the hardened woman of the world, a woman of 45, with her age showing in every movement and line of her face. This becomes more than a typical Gloria Swanson gown picture. It lands in the realm of the highest theatrical acting, acting that great artists such as Bernhardt and Ellen Terry would be proud to claim.

Dwan's Direction

In every foot and scene of this picture there is evidence of the masterful direction of Allan Dwan, and somehow he gets out of it, something entirely different from the ordinary "movie." He has put into it about everything that is necessary for the biggest box office success and you will have people talking about this picture for days to come. This is one of those pictures that is best advertised by word-of-mouth, and the longer you can play it, the bigger business your final days will be.

\$100,000 Reward

A lot of people are really going to doubt that it is Gloria Swanson who actually plays both parts, the mother and the daughter, so marvelous is the contrast. You could safely offer in an ad \$1,000 to any charity if anyone can prove that it is not Gloria Swanson who actually plays both parts in every foot of the picture. You are at liberty to announce that Famous Players-Lasky Corporation will pay \$100,000 (or any sum, inasmuch as it

THEATRE NAME and PLAY DATES



GORGEOUS Gloria in a 1925 society
love story of Palm Beach.

Gowns, luxury, comedy, class, drama,
romance—and Gloria a hundred times
more glorious than you've ever seen her.

Produced by the man who made
"Manhandled."

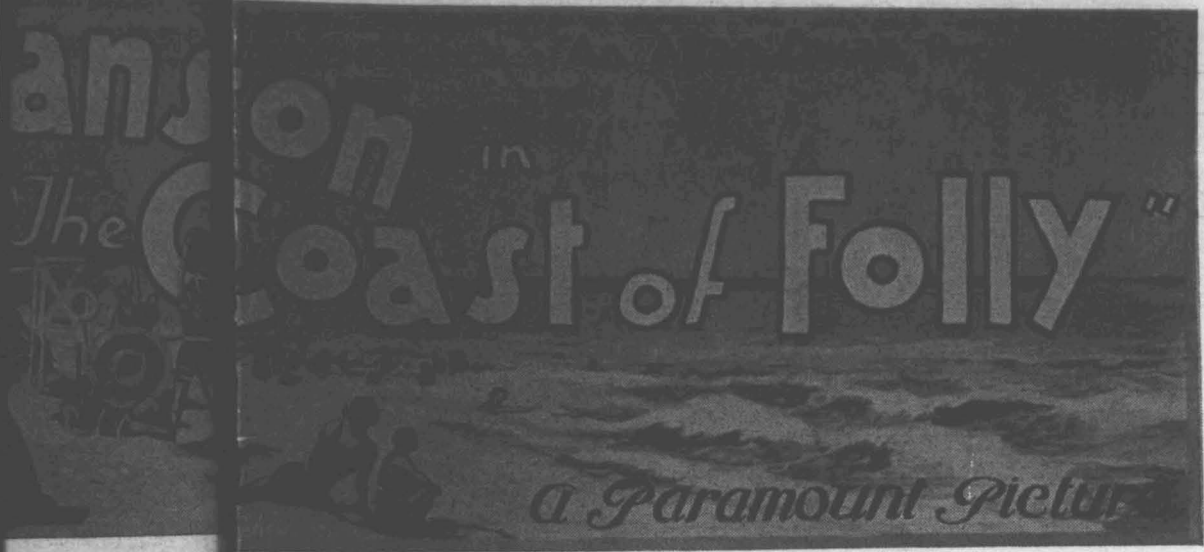
Two-column Press Advertisement 2A

"THE COAST OF FOLLY" FINEST GLORIA SWANSON PICTURE YET

Paramount Picture, Produced by Allan Dwan From the
"Best-Seller" Novel by Coningsby Dawson,
Feature at the Rialto

(Synopsis Story)

HOW many lives have been wrecked upon the rocks of pul



PURPOSE

Press ads and stories to help you sell the picture to the public.

Luxe Swanson Special Ever Filmed

A Story That Is a Warning for the Girl Who Dares; an Idyll for the Girl Who Cares

PUTTING IT OVER RIGHT

Teaser ad: T...C...O...F... Each day add another letter of the title to each word, but not in sequence, so as to keep 'em guessing.

Try to effect an arrangement whereby you can put up small signs THE COAST OF FOLLY atop the "slides" that they have for kiddies in in the public parks.

Many large department stores sell slides for kiddies. Tie up with this. Also, if there is a large lobby, put one of the slides in, or build one, and call it the COAST OF FOLLY.

Teasers:— GIRLS!—Are you on the coast of folly? It's a wild ride but a gay one—THE COAST OF FOLLY. Can happiness be found at the end of the coast of folly? Ticket Office Open Soon for The Coast of Folly, etc., etc.

Don't forget the book tie-up. This is a best-seller.

Sign posts along the streets leading to the COAST OF FOLLY.

For a street stunt—a guide to THE COAST OF FOLLY.

Put out tickets:— R I D E On the COAST OF FOLLY.

This ticket admits two (and so will you) that for A REAL JOY RIDE you couldn't do better than to see Gloria Swanson's dazzling Paramount Picture at the Rialto.

A window display might be arranged with a stationery or school supply store. Display geography books with pages open to maps of the world. Place this sign with the display: "What do you know about geography? Do you know where THE COAST OF FOLLY is? Instead of Palm Beach you might have the title of the picture lettered in.

Fine Modern Love Drama of Luxury-Laden Palm Beach — From the Novel by Coningsby Dawson

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Here's a picture that gives great contrast to "Madame Sans Gene" in atmosphere and costume — an up-to-the-minute society drama with an American background,— Palm Beach to be exact.

Anthony Jowitt, new screen "find" seen in "The Little French Girl" and "The Lucky Devil," is Gloria's leading man. There's a typical Swanson supporting cast.

The Cast

Nadine Gathway }GLORIA SWANSON
Joyce Gathway }
Larry FayAnthony Jowitt
Count de TauroAlec Francis
Constance FayDorothy Cumming
Cholly KnickerbockerJed Prouty
NannyEugenie Besserer
ReporterArthur Hausman
BatherLawrence Gray

Short Synopsis

YOUNG and beautiful Nadine Gathway is discontent with life as the wife of a monotonous millionaire husband. She deserts him, flinging herself into a new world of romance and excitement and for twenty years she is lost to the view of her friends. The tongues of society wag over the scandal in the long interim.

Joyce Gathway, lovely and high-spirited daughter of Nadine, comes into the prime of young womanhood with the heritage of her mother's misstep. Nevertheless she is the pet and the leader of the

RE NAME
Y DATES

Swanson
AST OF FOLLY
AN
ALLAN DWAN
PRODUCTION

Gloria in a 1925 society of Palm Beach. Comedy, class, drama, Gloria a hundred times as you've ever seen her. the man who made

Press Advertisement 24

FOLLY" FINEST SWANSON PICTURE YET

duced by Allan Dwan From the el by Coningsby Dawson, e at the Rialto

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The Cast

Dorothy Cumming plays Mrs. Fay, an ideal choice for this hardened woman of the world type. Alec Francis plays the Count in his usual masterful manner. Anthony Jowitt plays Larry, the lover. Eugenie Besserer plays the important part of Nanny. Lawrence Gray has a small part.

The Story

The picture is an improvement (in motivation and development of plot and character) on the very successful novel by Coningsby Dawson which ran as a serial in Good Housekeeping. James Creelman adapted the novel for screening and Forrest Halsey, who made "The Humming Bird" wrote the screen play. The cameraman was George Webber.

Big Scenes

One of the biggest scenes in the picture comes in Gloria's characterization of the Countess de Tauro, when she crushes into submission a society woman, who would ruin her daughter's name. She compels tears by her willingness to sacrifice herself and lose her husband's love to shield her child. As the daughter, Joyce Gathway, she provides scenes that are wistful.

A masquerade movie ball at the Everglades Club at Palm Beach is the background for a scene of marvelous beauty, color and romance. The characters, the younger set of society, are costumed as famous actors and actresses in well known movies. Gloria's costume as Pollyanna is a delicious take-off. The gayety of this ball is the sunlight before the storm, for it succeeded by a situation of scandal.

Nadine's little party, arranged as part of her campaign against Mrs. Fay in Joy's defense is drama to the nth degree. Finally to save herself Mrs. Fay is forced to sign a paper retracting all her charges against the girl and another admitting of an "affair" with "the most fascinating bachelor in New York."

The picture closes with a laugh and a tear. Nadine, who has dropped all pretense of youth after protecting her daughter's name, shows her years all too plainly. She feels that she has lost the love of her husband, but the Count takes her in his arms, telling her he has always known her age and "past" even before he married her and cares nothing for them. He embraces her, gratefully, thankful that now there is no further need for him to keep up the pretense of youth. At the very end Joyce comes to her mother and though they do not actually meet, the audience sees that the story ends happily for all concerned.



GORGEOUS Gloria in a 1925 love story of Palm Beach.

Gowns, luxury, comedy, class, romance—and Gloria a hundred more glorious than you've ever seen her.

Produced by the man who made "Manhandled."

Two-column Press Advertisement 24

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Paramount Picture, Produced by Allan Dwan From the "Best-Seller" Novel by Coningsby Dawson, Feature at the Rialto

(Synopsis Story)

HOW many lives have been wrecked upon the opinion and the treacherous reefs of scandal. To fling truth in the face of slander is sometimes then wise, adding new fuel to the bitter flame.

When such a situation develops, as it does this week at the..... in "The Coast of Folly," Gloria Swanson's new starring production, which Allan Dwan produced for Paramount, someone is called upon for a daring sacrifice.

And this story, adapted for the screen by Forrest Halsey from the novel by Coningsby Dawson, reaches a climax built on a question of sacrifice that places human hearts on a cruel rack.

Gloria Swanson in the dual role of a mother and daughter who brave scandal for love, is given an opportunity for the most superb acting of her career.

As the mother, Nadine Gathway, she deserts her stodgy, millionaire husband, in search of the ardor of romantic love.

As the daughter, Joyce Gathway, wearing the mantle of her mother's disgrace, she nevertheless becomes the pet of smart society.

And then, Anthony Jowitt, as the handsome and wealthy young husband of Constance Fay (Dorothy Cumming), beautiful but with a heart of ice, falls in love with Gloria. The tongues of society wag with venom.

From an innocent situation the scandal grows to momentous proportions. Larry pleads with his wife to release him from their marriage, but she is adamant, although she is secretly involved in an affair herself.

Joyce, scarcely yet realizing that she returns Larry's affections, goes to his wife to explain that there is nothing wrong between her and Fay.

In Paris, Gloria, as the mother who eloped twenty years before, is

now the Countess de Tauro and great her husband. She es of the scandal ighter and sails a attempt to save

The Countess h t in time to over- r's defense, and ebuff.

She contrives a scandalous position choice of clearing permitting Larry or being exposed ety.

If Larry's wife Countess says she me the blame of elf, although it the love of her

first demand, the will agree to assu the scandal her means sacrificing own husband.

The story comes point in which an max occurs.

"The Coast of F of all the stories b y Coningsby Daw- Kingdom Round story offers direct ame Sans Gene,"

contrast to "Mad with its costumes Napoleonic period, modern romance and—Palm Beach, American backgrou

the "coast of folly t names in the ast are Alec Fran- strong supporting c

Other prominent cis, Lawrence Gray thur Hausman and

OVER RIGHT

Teaser ad: T..C..O..F..

Each day add another letter of the title to each word, but not in sequence, so as to keep 'em guessing.

Try to effect an arrangement whereby you can put up small signs THE COAST OF FOLLY atop the "slides" that they have for kiddies in in the public parks.

Many large department stores sell slides for kiddies. Tie up with this. Also, if there is a large lobby, put one of the slides in, or build one, and call it the COAST OF FOLLY.

Teasers:—

GIRLS!—Are you on the coast of folly? It's a wild ride but a gay one—THE COAST OF FOLLY. Can happiness be found at the end of the coast of folly? Ticket Office Open Soon for The Coast of Folly, etc., etc.

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If an amusement park is nearby, have a big sign placed on the roller coaster—THE COAST OF FOLLY.

There's the ever-present modiste shop tie-up angle on this picture, too. Gloria is at her gorgeousest in this production. You've heard that line somewhere before, but this time it's gospel!

Another teaser idea: In the newspapers run directions for reaching THE COAST OF FOLLY.

WARNING TO EVERY GIRL

You girls who play with fire just because you think you can "get away with it" —

See this story of lovely Joyce Gathway who believed there was no harm in having an innocent affair with another woman's husband!

A Picture that is a Warning To the Girl Who Dares; An Idyll for the Girl Who Cares. "The Coast of Folly."

Anything in This

Press Sheet

May Be Reprinted

Palm Beach — From the Novel by Coningsby Dawson

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Joyce Gathway		
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YOUNG and beautiful Nadine Gathway is discontent with life as the wife of a monotonous millionaire husband. She deserts him, flinging herself into a new world of romance and excitement and for twenty years she is lost to the view of her friends. The tongues of society wag over the scandal in the long interim.

Joyce Gathway, lovely and high-spirited daughter of Nadine, comes into the prime of young womanhood with the heritage of her mother's misstep. Nevertheless she is the pet and the leader of the younger set.

At Palm Beach, "the coast of folly," she becomes involved in a situation with Larry Fay, young, handsome, wealthy and socially popular. Their friendship starts innocently enough and not until the whip of scandal descends with its searing lash do they realize they are really in love. The scandal is provoked by the fact that Larry is married to Constance Fay, a beautiful woman with a heart of ice.

Constance cleverly arranges matters so that the case is blazoned to the world in newspapers. Larry pleads with her for a divorce and is refused, despite the fact that she is involved in a secret little affair of her own. Joyce, too, begs of Mrs. Fay to consider her friendship with Larry in the right light and is rebuffed.

Nadine Gathway, who has read cable dispatches of her daughter's predicament in Paris, where she is now happily ensconced as the wife of the Count de Tauro, hastens to New York to be of assistance. She is an old friend of Constance Fay and had been secreted in her apartment during the aforementioned discussion with Joyce.

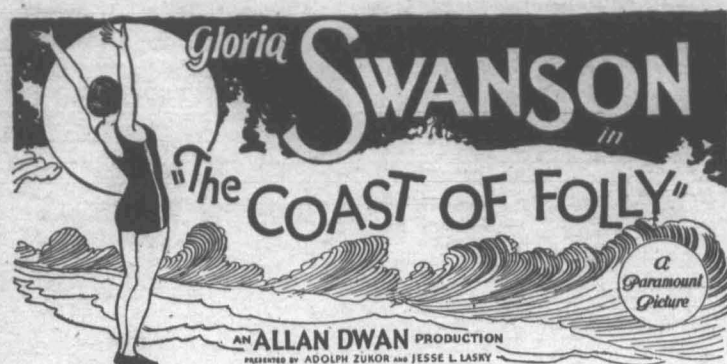
Determined to save her daughter's name and if possible promote her happiness with Larry, Nadine subtly contrives to place Mrs. Fay in a compromising situation. The stage is set and, according to schedule, there is an imperative pounding at the door by detectives and reporters.

The climax comes with startling swiftness and with a development totally unexpected. For there is this predicament, if Constance Fay agrees to the demands of Nadine, then Nadine must herself take the blame for the odious situation and the scandal attached to it. Doing this will cost her the love and respect of her husband. Yet she is willing to make the sacrifice to save her daughter.

The next morning the papers come out with their screaming headlines. But instead of the dreaded separation, the picture closes upon the Count and Nadine in each other's arms and with the fade-out comes the assumption that Joyce and Larry come to a safe harbor together, far from the coast of folly.



Attractive Ads, Handsome Herald



GLORIA taking a dip at fashionable Palm Beach, fox-trotting in the famous Everglades, wearing the newest fashions for beach and ballroom — playing the heroine of Coningsby Dawson's record-selling novel.

Adapted by James Creelman from the novel by Coningsby Dawson—Screen play by Forrest Halsey

Two-column Supplementary Press Ad 2AS



Two-column Supplementary Press Ad 2ASX

Service or DeLuxe Trailer

You can secure both a Service and DeLuxe Trailer on "The Coast of Folly."

The prices of all trailers have been materially reduced. The Service Trailer is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter Service Trailers cost \$2.50. Refund of \$1 if returned within 2 weeks.

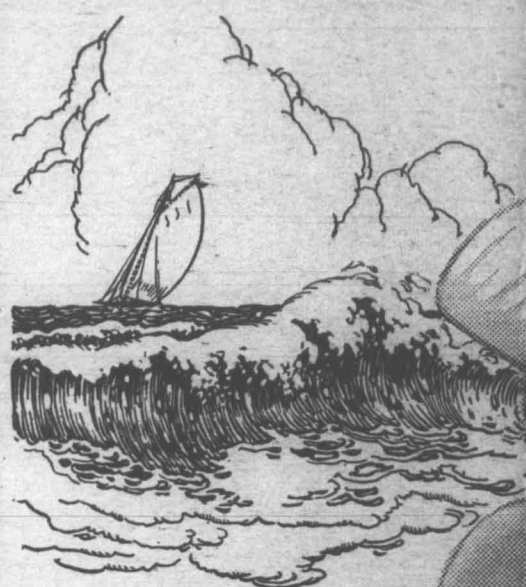
DeLuxe Trailers are 200 feet long and cost \$12.50. Refund of \$5 if returned within 3 weeks.

There is a special price of \$5 net on all DeLuxe Trailers to regular subscribers to National Screen Service.

This monthly service may be had for a nominal sum.

Paramount exchanges no longer carry trailers. Order direct from National Screen Service, Inc., 126 West 46th Street, New York City; 845 South Wabash Avenue, Chicago, Ill., or 917 South Olive Street, Los Angeles, Cal.

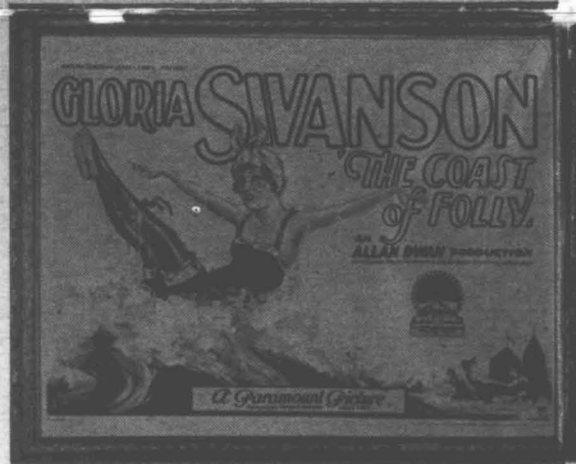
Gloria-fying the Amer



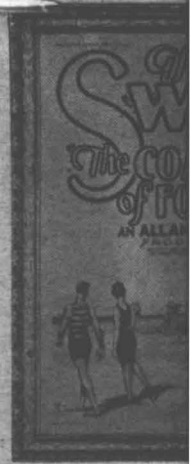
A DAZZLING comedy-drama of Palm Beach society. Gloria as the girl who tried to buck the breakers on the coast of fun, fashion and folly.



Three-column Newspaper Advertisement



Colored Lobby Card (22" x 28") A



Colored

RIALTO



Special Four-Page DeLuxe

Here's the classiest thing

some Herald and Other A1 Aids



ying the American Whirl



Gloria Swanson in "THE COAST OF FOLLY"

DWAN production PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

Three-column Newspaper Advertisement 3A

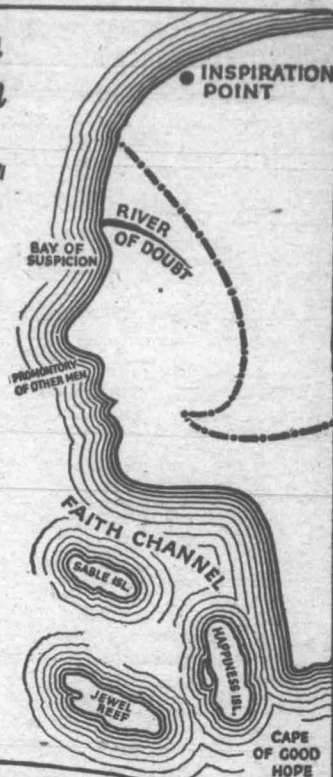
Take a Grip with Gloria Swanson along the "Coast of Folly"

THIS cruise must be made at some time by everybody.

The party starts at Inspiration Point and proceeds down the River of Doubt to Suspicion Bay.

Once this point is passed, the only two other dangerous spots are Jewel Reef and Sable Island, where any cruise is likely to be wrecked.

Happiness Island, near Cape of Good Hope, is reached only by way of the Channel of Faith where few ships ever put in but once there, rarely ever depart.



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

GLORIA SWANSON in "The Coast of Folly"

AN ALLAN DWAN PRODUCTION
A Paramount Picture

Two-column Press Advertisement 2A

Ad or Program Paragraphs

Mother, may I go for a swim?
Yes, my darling daughter,
But remember "The Coast of Folly," child,
And don't stray from the water!

"What are the wild waves saying?
"See Gloria Swanson in 'The Coast of Folly!'"

Are there breakers ahead for those who play on "The Coast of Folly?"

Where they stray beyond the lovelines—"The Coast of Folly."

"Manhandled" was just a taste of what Gloria can do in a modern comedy-love role. "The Coast of Folly" is the whole feast from super-laughs to heart-throbs.

Does the "S" in Society stand for Scandal, Slander and Snobbery?
See "The Coast of Folly."

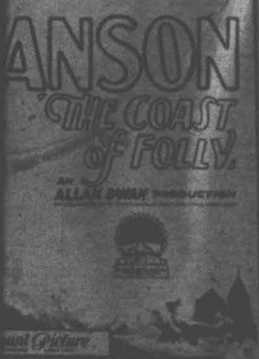
Is Palm Beach society's favorite playground—or just the favorite ground for divorce?

The story of a girl who ran aground on the shoals of scandal.

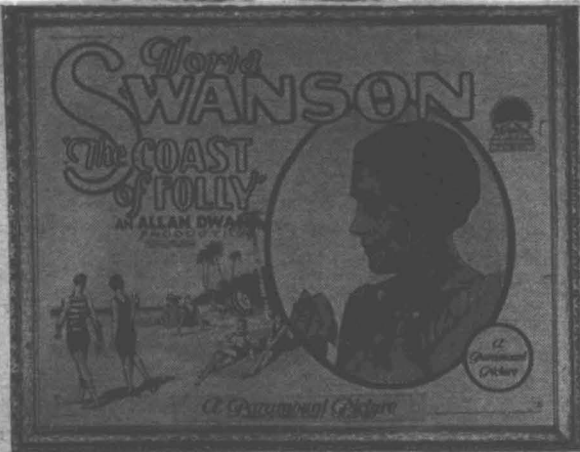
Wild waves vs. Wild Wives and Wolves.

"From the sensational novel of the merrymakers, money-makers and mischiefmakers of Palm Beach."

Gloria as a bathing beauty is the peachiest peach on the beach!



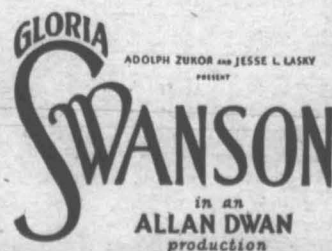
Card (22" x 28") A



Colored Lobby Card (22" x 28") B

age De Luxe Herald in Color

Double-page center spread





Two-column Supplementary Press Ad 2ASX

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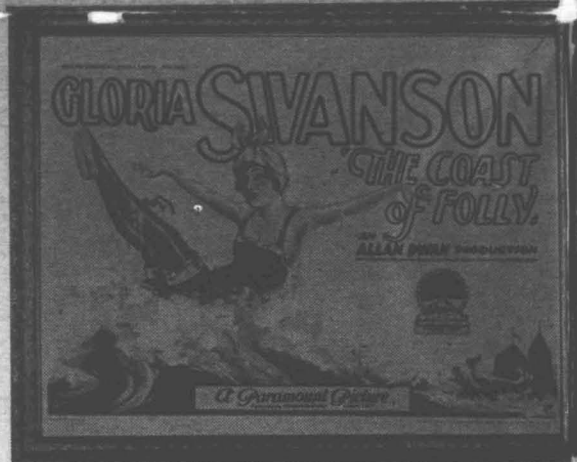
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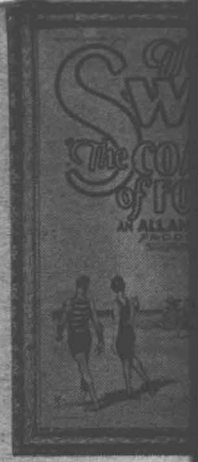


Gloria Swanson
in
"THE COAST OF FOLLY"
an ALLAN DWAN production PRESENTED BY ADOLPH ZUKOR

Three-column Newspaper Advertisement



Colored Lobby Card (22" x 28") A



Colored

RIALTO



GLORIA SWANSON
in
"THE COAST OF FOLLY"
an ALLAN DWAN production

ANOTHER modern comedy-love role such as Gloria played in "Manhandled." An even greater feast of fascinating, lavishly backgrounded entertainment.

One-column Press Ad 1AX

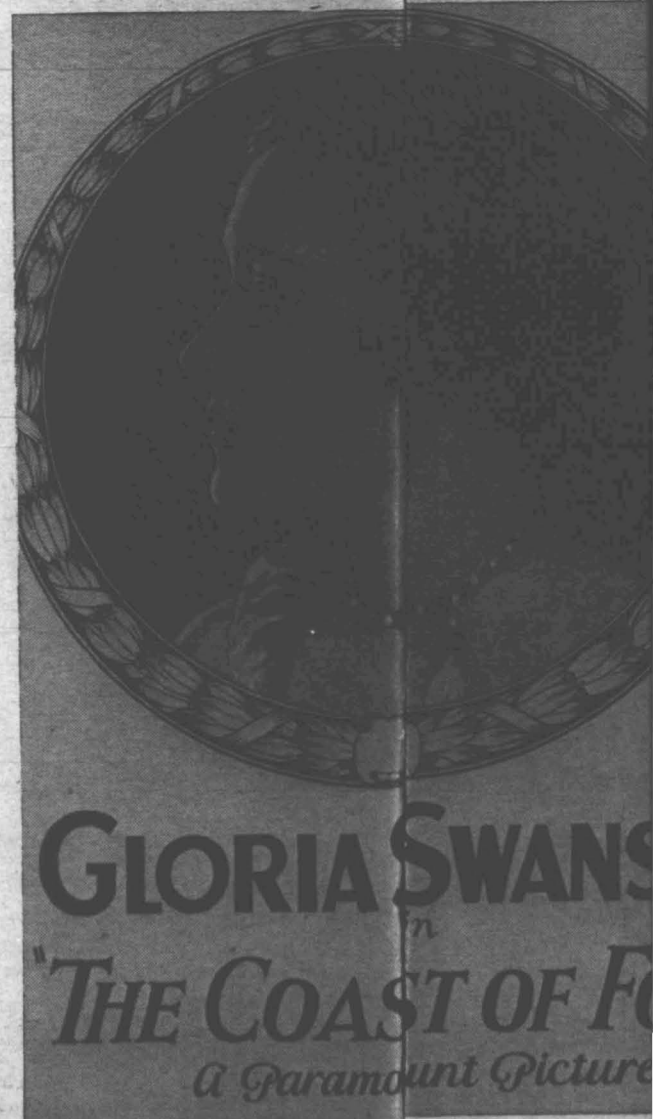
Special Four-Page DeLuxe

Here's the classiest thing in the herald line you've ever seen. De Luxe just begins to describe it.

Four pages, printed in a striking three-color combination on the best coated stock.

The cover, shown on the right in actual size, is the finest sort of flash.

Your patrons will want to frame it, without a doubt.



"The Coast of Folly"
AN ALLAN DWAN PRODUCTION
A Paramount Picture

Two-column Press Advertisement 2A

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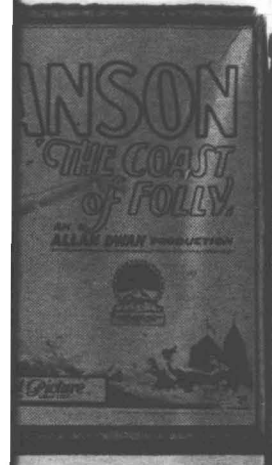
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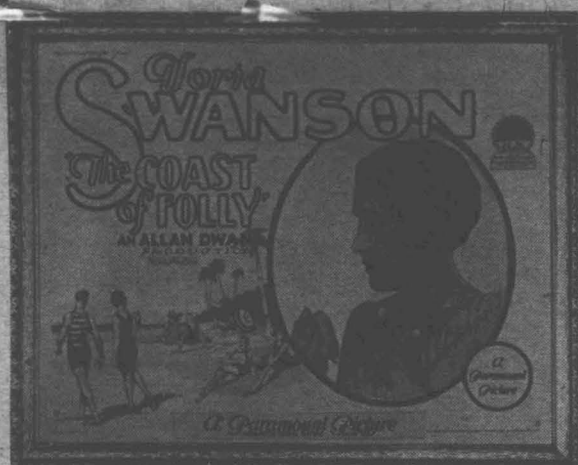
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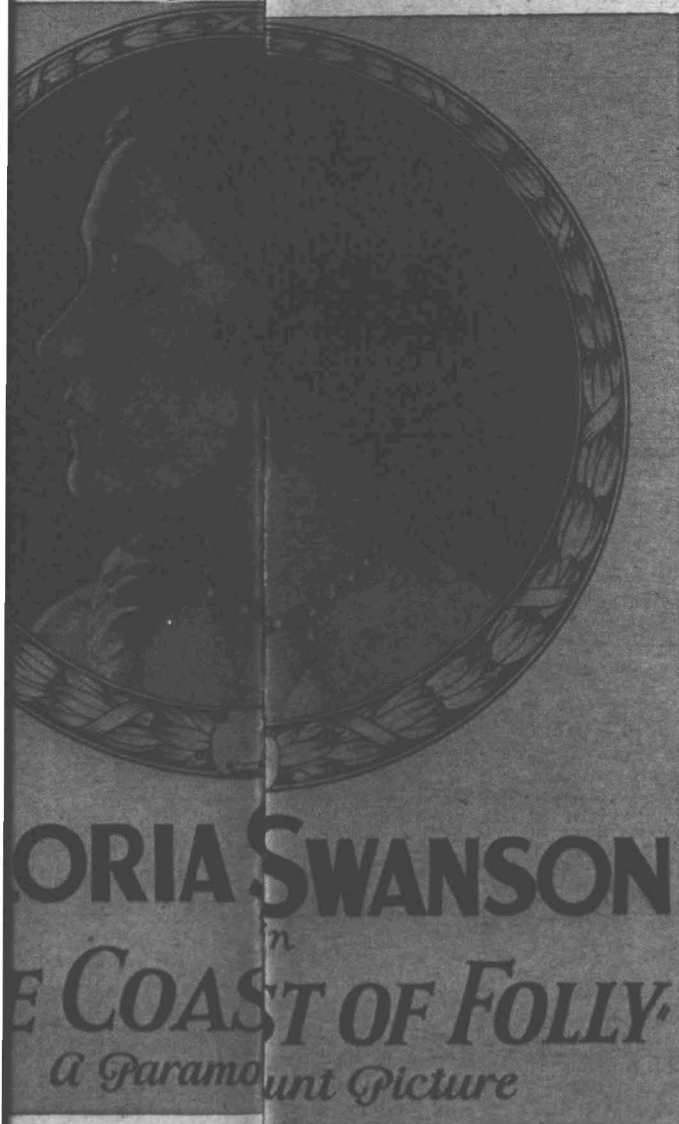


Small (22" x 28") A



Colored Lobby Card (22" x 28") B

Large DeLuxe Herald in Color



Double-page center spread contains many stunning poses of Gloria and hints of the picture's great eye and heart appeal.

Back page is blank for imprinting theatre name, play dates and copy.

A thousand cost you only \$5.00 and that's giving you a big five dollars' worth.

Your Ad Sales Manager will be glad to show you a sample.

GLORIA SWANSON
ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
in an ALLAN DWAN production
A Paramount Picture

"The Coast of Folly"

GLORIA SWANSON'S return to modern American comedy-drama. As the girl who was caught in the quicksands of Palm Beach scandal.

Adapted by James Creelman from the novel by Coningsby Dawson. Screen play by Forrest Halsey

One-column Press Ad 1A



Advance Publicity Stories, Sp

"THE COAST OF FOLLY" GLORIA'S LATEST FILM

Coningsby Dawson Story of Palm Beach
Society New Paramount Picture
Directed by Allan Dwan

(Synopsis Story)

WITH all its gentility of garb and manners, society bears a cold fury and cruel malice toward those of its own sort who dare to disregard public opinion.

In "The Coast of Folly," her new picture which opens on.....at the....., Gloria Swanson tears off the straitjacket of conventionality when it hinders the call of her heart and with fine scorn uses the whip-lash of truth on those mongers of scandal who would paint innocence with pitch.

There is heartbreak beneath the glitter of surface in this story which Allan Dwan made for Paramount from the novel by Coningsby Dawson, adapted by Forrest Halsey. There are, too, the pathos and happiness of love, given a splendid balance by elements of sparkling comedy.

Miss Swanson plays a dual role, that of Nadine Gathway, the mother, and Joyce Gathway, the daughter.

As the mother she deserts her boresome husband, a millionaire, to seek the romance and excitement her young heart craves. The daughter comes to glowing young womanhood with this heritage of scandal, and twenty years later we see her the leader of the luxury-loving younger set at Palm Beach, the celebrated "Coast of Folly".

Anthony Jowitt, playing Larry Fay popular and wealthy young society man, who is married to the cold and beautiful Dorothy Cumming, falls in love with Gloria. Their friendship begins innocently enough, but is maliciously misconstrued by the gossips of the smart set.

Mystery

Returning home early one morning from a hilarious masquerade ball, Gloria finds her faithful old nurse bound and gagged. The house has been rifled and a packet of naive love letters, written in fun by Larry to Gloria, has been stolen. Fay has accompanied her home from the ball. When the police arrive, they find him there able to give only bewildered explanations for his presence at that hour of the morning.

On the following day the newspapers blaze with headlines of the scandal.

In Paris, Gloria as Nadine, the mother, is now married to the Count de Tauro, madly in love with him, her past concealed. She reads the cabled dispatches of the scandal, and her maternal-urge to save her daughter brings her on the first boat to Palm Beach.

Fay, who sees his wife's hand behind the plot, has begged her to free him from their marriage bonds and she has refused. Gloria, as Joyce, now realizing that she loves Larry, goes to his wife to appeal to her sense of fairness, and to convince her there has been nothing wrong.

Heart Appeal

The Countess de Tauro has preceded her daughter to call on Mrs. Fay. They are old friends. She sits on a balcony, concealed, with a bachelor with whom Constance (Miss Cumming) has been having an affair, and hears her daughter's spirited plea. The pleading of Gloria is futile.

Determined to save her daughter, the Countess arranges a party, and through a clever scheme places Mrs. Fay in a compromising position with the bachelor.

When the stage is set, Larry arrives with a group of reporters and detectives. The Countess gives Mrs. Fay her choice. She can face the scandal or clear Gloria's name and give Larry a divorce.

If Larry's wife chooses the latter course then the Countess must assume the scandal herself and lose the love of her own husband. It is a question of sacrificing herself for her daughter. What ensues is a climax of terrific suspense.

Alec Francis is cast in the role of the Count de Tauro. Jed Prouty, Eugenie Besserer, Lawrence Gray and Arthur Hausman complete the cast of the production which, according to advance reports, is destined to prove even more popular than "Madame Sans Gene."

Gloria Swanson Has First Dual Role On Screen in "The Coast of Folly"

Gloria Swanson has her first dual role in pictures in the Allan Dwan-Paramount production, "The Coast of Folly," which comes to the.....Theatre for a run of.....days on.....next.

The main role is that of Joyce Gathway, young and beautiful society girl, the leader of the smart set in New York and Palm Beach.

The other characterization is of Joyce's mother, first as Nadine Gathway, the lovely wife who deserts a bore-some middle-aged millionaire in search of romance, and in the latter part of the story as the Countess de Tauro, wedded happily to a French nobleman, twenty years after deserting her millionaire husband.

Allan Dwan, Paramount's noted producer-director, said that Miss Swanson has accomplished the most finished performance of her career in the new picture; that she assumed the different roles with remarkable smoothness and conviction. It required long hours of thought study and word to present each character in its

Special Stories

Swanson the Bernhardt of Screen, Says Allan Dwan

WHAT the great Bernhardt was to the stage, Gloria Swanson is to the screen.

Allan Dwan, Paramount's famous producer-director, pays this tribute to Miss Swanson as the result of her superb artistry in "The Coast of Folly," her newest starring picture, opening on.....next at the.....Theatre.

The director expressed it as follows:

"Until now we have not had an actress on the screen who merited the title. The world has been waiting for the Bernhardt of the silent drama. Gloria Swanson is that person—an artist unsurpassed.

"I have heard people say that Miss Swanson had reached the pinnacle of her career, that she could go no higher. I know that she is only half way to the goal she will reach. She will amaze the world more and more by her growing prominence, her mastery of the art of acting.

"A new and wonderful Gloria came back to America from France, an actress with a full awakening to power and genius. Poise, depth, feeling, polish and conviction she has to a fuller degree than ever. Her characterizations in "The Coast of Folly" are the most difficult ever undertaken by a motion picture star and Miss Swanson has made them the letter of perfection."

Miss Swanson has three characterizations, each widely different, in her new starring picture. One is that of Joyce Gathway, a lovely, high-spirited young society girl. The second is Joyce's mother, Nadine Gathway beautiful wife of a millionaire whom she deserts. The third calls for the most powerful portrayal of all, that of Countess de Tauro, who is Nadine twenty years later.

Each of the roles demands a difference of dress, mannerism, mood and temperament. Becoming three different persons thoroughly in appearance and in every other way, is a herculean dramatic feat which the star has accomplished with a spirit that compels wonder.

"The Coast of Folly" is an adaptation by Forrest Halsey of the novel of the same name by Coningsby Dawson. Anthony Jowitt plays opposite the star. Others in the strong supporting cast are Alec Francis, Dorothy Cumming, Jed Prouty, Lawrence Gray, Arthur Hausman and Eugenie Besserer.

Gloria Says It's Her Aim to Make Each Picture Different From Her Others

Gloria Swanson, the most brilliant actress on the screen, says that she aims to make each picture different from her others.

The public does not like sameness in screen plays, she believes, and making pictures along a certain type does not develop a player's versatility.

The Paramount star's success in finding new characterizations is well known. Every production she has made has struck a different note and a new theme.

In "The Coast of Folly," her latest production, she goes a step further and combines three roles in one play, an instance of versatility that has never been equalled by a film actress.

The three roles are completely different in dress, manner, and appearance. One role is that of Joyce Gathway, a lovely society girl. Another is that of Joyce's mother, Countess de Tauro, middle-aged,

sophisticated, a creature of luxury and jewels. In a prologue to the picture Miss Swanson portrays Nadine Gathway, who is the Countess twenty years younger. Her garments are in the styles of a score of years ago and she wears a Gibson girl pompadour.

Allan Dwan, Paramount's famous producer-director, directed "The Coast of Folly," which offers a decided contrast to "Madame Sans Gene," Gloria's preceding picture of the romance of a laundress who became a duchess, laid in the Napoleonic period. Anthony Jowitt is Gloria's leading man in "The Coast of Folly." Alec Francis, Dorothy Cumming, Jed Prouty and Arthur Hausman also have important supporting roles.

Has Every Star a Double in Hollywood? "The Coast of Folly" Proves They Have

Has every star her double in Hollywood?

Yes.

And yes, again!

Most of them have two, three, four or more doubles. Not doubles who really double for them, but merely doubles who resemble them to a striking extent, because the day of "Doubles" is gone.

Gloria Swanson discovered that she had six of them in a masquerade sequence of her latest Paramount picture, "The Coast of Folly." This made seven Glorias on the ballroom floor of the masque affair.

There was Gloria, herself, as "Pollyanna." The girls doubling for Gloria wore costumes of her character roles in "Wages of Virtue," "Madame Sans Gene," "Zaza," "The Humming Bird," and "A Society Scandal." Double number 6 was Gloria rigged out in a costume with the label, "The Clotheshorse."

In the scene were doubles for practically every star in Hollywood. There were several of Douglas Fair-

From Washwoman to Smart Society

FROM washwoman to smart society!

Gloria Swanson bridges this vast social chasm between her last picture, "Madame Sans Gene," and her new production, "The Coast of Folly," at the.....Theatre this week.

In the former, she was the famous laundress who became a duchess and influenced even the mighty Napoleon. In the present story she is the radiant society girl, skimming through the butterfly life of Palm Beach and New York, the idol of modern day grace and fashion. Paris provides an atmosphere of wealth and culture for her, too, when she portrays the Countess de Tauro.

"The Coast of Folly," directed by Allan Dwan, gives Miss Swanson an enormous opportunity for acting, since aside from the society glamour in which she moves, there are sequences of real heartbreak. The pathos and the happiness of love, and the splendid fighting qualities of a girl who faces a crushing problem, afford further avenues for the star's dramatic ability.

Anthony Jowitt, recently seen in "The Little French Girl" and "The Lucky Devil," heads the cast playing in support of the star. Others include Dorothy Cumming, Alec Francis, Jed Prouty, Lawrence Gray, Arthur Hausman and Eugenie Besserer.

Forrest Halsey, who wrote the screen play "Madame Sans Gene," adapted the story for the screen from the best selling novel of the same name by Coningsby Dawson.

Palm Beach Background For "Coast of Folly"

"The Coast of Folly," Gloria Swanson's latest starring picture for Paramount, which will be the feature at the.....Theatre on.....next, has an American background of the aristocracy of wealth as best exemplified in the exclusive orbit of Palm Beach, the "coast of folly," and New York.

In the prologue to "The Coast of Folly," Nadine Gathway, a young beautiful and impetuous girl, is married to a middle-aged millionaire who is prosy and narrow by nature.

Bored by the dull rigidity of her married life she deserts him and her baby, faring forth in the world to seek the romance her heart craves.

But mother's triumphs in the end. Years later after a colorful career, she is drawn irresistibly to her daughter when the latter becomes involved in a difficulty.

Miss Swanson portrays Nadine Gathway, and also Joyce Gathway, the daughter. She brings a dramatic finesse that is fairly genius into the characterizations.

True to life, the husband passes into the discard. How his wife finds happiness eventually on the very brink of destruction is a powerful theme of the story.

Allan Dwan, who directed Gloria in "Manhandled," "Her Love Story" and "Wages of Virtue," produced the story from Forrest Halsey's adaptation of the novel by Coningsby Dawson.

"The Coast of Folly" Gloria's Best to Date

Gloria Swanson lived twenty years during the filming of her latest picture.

It sounds unreasonable to state it just that way, but here is how she did it:

The story, "The Coast of Folly," starts with the desertion of her millionaire husband by Gathway. Gloria first portrays Nadine Gathway.

Twenty years later, Nadine's daughter, Joyce, is shown as the heroine of the picture. She is the



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Press Reviews

"The Coast of Folly"

THE Paramount picture, "The Coast of Folly," produced by Allan Dwan from the novel of the same name by Coningsby Dawson and starring Gloria Swanson at the theatre this week, is what is described as a story "that is a warning for the girl who dares; an idyll for the girl who cares."

The picture brings Gloria to the screen in a story that is as unlike "Madame Sans Gene," her previous success, as day is from night. "The Coast of Folly" is laid against a background of Palm Beach and New York and offers the gorgeous Gloria her first dual role on the screen.

When Joyce Gathway is a little girl her mother runs off with a lover. Twenty years later, at Palm Beach, the celebrated "coast of folly" where so many lives, young and old, are wrecked upon the rocks of public opinion and the treacherous shoals of slander, Joyce Gathway, the very image of her mother, the infamous Nadine as she is termed, is the acknowledged leader of the younger set. She has inherited her father's immense fortune with but one provision, and that a much-discussed one, that in the event that she should ever become involved in any notoriety, she automatically loses her fortune.

The gossips are chatting maliciously over her friendship with Larry Fay (Anthony Jowitt), the young husband of the notorious cold and beautiful Mrs. Fay, played by Dorothy Cumming, who does not love her husband but who, on the other hand, hasn't the slightest intention of letting him—or rather his millions—escape her. Larry finds in Joyce all the companionship and understanding that he is denied by his wife, while to him Joyce is her real self which the code of "the coast" and her set forbid her to be—a natural, loving and wholesome girl.

Complications develop with such startling swiftness that Nadine, now ensconced as the wife of the Count de Tauro—and she's deeply in love with her husband,—hastens to New York from France determined to save her daughter's name and, if possible, promote her happiness with Larry. She subtly contrives to place Mrs. Fay, the cause of all the rumpus, in a compromising position.

With the climax develops the situation that Nadine must take the blame for the odious situation and the scandal attached to it herself if she wants to clear Joyce. Doing this will cost her the love and respect of her titled husband. It takes but a moment for her to decide and with her decision the picture comes to a truly unusual and appealing close.

It's a pretty sure bet that all Swanson pictures hereafter will be compared to "The Coast of Folly"—that's the kind of picture it is. Never was Gloria more glorious. And gowns!

Others, besides young Jowitt, new "find" recently seen in "The Little French Girl" and "The Lucky Devil," and Miss Cumming, in the supporting cast are Alec Francis, Arthur Hausman, Lawrence Gray, Eugenie Besserer and Jed Prouty.

Forrest Halsey, who wrote the screen play, "Madame Sans Gene," adapted the story for the screen.

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Gathway, then a young, beautiful and tempestuous girl, was aroused by the narrowness and rigidity of her stodgy, middle-aged, millionaire husband to desert him and her baby daughter Joyce.

The scene shifts. Twenty years later! Joyce Gathway, lovely and high-spirited daughter of Nadine, has come into the prime of young womanhood with the heritage of her mother's misstep. Nevertheless she is the pet and leader of the younger set at Palm Beach, the celebrated "coast of folly."

Nadine becomes involved in a situation with Larry Fay, played by Anthony Jowitt, handsome, wealthy and socially popular. The scandal-mongers see the two together time and again and interpret the situation to suit themselves. Larry is a married man and his wife makes the affair odious, cleverly arranging matters so the case is blazoned to the world in newspaper headlines.

Nadine reads a cable dispatch of her daughter's predicament in Paris, where she is now the Countess de Tauro. She hastens to New York to be of assistance.

Such is the situation Gloria Swanson, playing the dual role of both mother and daughter, finds herself in in her newest Paramount starring picture, "The Coast of Folly," which opened at the.....yesterday. Allan Dwan, who directed Gloria in "Manhandled," "Wages of Virtue," etc., produced the picture from Forrest Halsey's adaptation of the novel by Coningsby Dawson.

One of the biggest scenes in the picture comes in Gloria's characterization of the Countess when she blazes up in defense of her daughter, crushing into submission a society woman, who would ruin her good name and when her fury subsides she compels tears by her willingness to sacrifice her own name and lose her husband's love to shield the reputation of her child.

As the daughter, Joyce, she provides scenes that are wistful. With love tearing at her heart and scandal staring her in the face, she pleads with an older woman

GLORIA SOCIETY GIRL IN "COAST OF FOLLY"

Plays Dual Role in Allan Dwan Picture Which Calls for Last Word in Gorgeous Gowns

THE duels that women fight with their wits can be more merciless than the combats men settle with rapiers.

A duel between two keen-minded women, matchless in skill of thrust and counter thrust, in pose and poise, and in subtle scheming, occurs in "The Coast of Folly," Gloria Swanson's new starring production, directed by Allan Dwan.

The antagonists are Miss Swanson as the Countess de Tauro, and Dorothy Cumming, as Constance Fay.

The matter of contention is the reputation of Joyce Gathway, also enacted by Miss Swanson.

Constance Fay seeks to wreck the name of Joyce, who is the daughter of Countess de Tauro. The Countess fights a shrewd, self-sacrificing battle to protect her child.

The situation is briefly as follows: Mrs. Fay's husband, Larry, portrayed by Anthony Jowitt, has fallen in love with Joyce. Their affair begins as an innocent friendship but is misconstrued by society and a sensational scandal develops, engineered by Mrs. Fay. At its height Larry and Joyce discover that their love is mutual. He begs his wife, a cold, beautiful figure in society, to free him so he can marry Joyce. She refuses, determined to crush Joyce with slander. The Countess, reading of the case in the papers, comes to America from Paris to save her daughter from Mrs. Fay's malice, and the battle of wits is on.

The countess, suppressing her fury under the demeanor of the polished, sophisticated woman who has lived abroad, carries the fight to her enemy. She has known Constance Fay in the past, and knows she is involved in a secret amour with a clubman.

Mrs. Fay is cruel, haughty and wary. It is difficult to force her hand, but the Countess succeeds in arranging a hilarious party and trapping Mrs. Fay in a compromising situation with the clubman.

She uses her weapons with the genius of generalship and wins, but at an apparently tremendous cost to herself, for in subduing Mrs. Fay, the Countess is compelled to cover up the scandal concerning the latter by taking it upon herself. She shields Mrs. Fay in return for a promise that Joyce's name will be cleared of scandal, and that Larry will be given a divorce.

Miss Swanson gives to the role of the Countess what critics say is the greatest characterization ever shown on the screen.

"The Coast of Folly," a screen version of the novel of the same name by Coningsby Dawson, offers a direct contrast to "Madame Sans Gene." It's a modern story, as against that of the Napoleonic period, and the scenes are laid in America—Palm Beach and New York. And it offers the gorgeous Gloria the opportunity of a lifetime to wear the very latest thing in sport togs, gowns, etc.

Anthony Jowitt, recently seen in "The Little French Girl" and "The Lucky Devil," plays opposite the star. Other big names in the supporting cast are Jed Prouty, Arthur Hausman, Alec Francis, Dorothy Cumming and Eugenie Besserer.

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"The Coast of Folly" Paramount Film Starring Gloria Swanson at Rialto

How often you read it in the newspapers!

"Mother deserts her child or gives it into the care of another woman."

And years later, latent motherhood bursts into a consuming flame, and the return of the child is demanded. Seldom, if ever, does the foster-mother yield the child she has learned to love as her own.

Bitter court battles are fought. The hate between the real mother and the foster mother is intense.

Not this situation exactly, but somewhat similar, is woven into "The Coast of Folly," Gloria Swanson's new starring picture, directed by Allan Dwan.

Nadine Gathway, young and beautiful society woman, deserts her boresome husband, leaving her baby in the care of "Nanny," the nurse. The baby, Joyce, grows up knowing only the protecting love of "Nanny," and the latter regards "Joyce" in the light of her own daughter.

From out of the shadows of the past comes the real mother, unable to resist the call of her own flesh and blood when Joyce becomes ensnared in a scandal.

The duel of hate between Nadine and "Nanny" is of brief duration. The hate is all on "Nanny's" side, but it has a tigress-intensity. It is snuffed out, however, by the splendid, self-sacrificing way in which Nadine comes to her daughter's rescue. This motif is only incidental to the highly dramatic plot of the story.

Miss Swanson portrays both Nadine and Joyce Gathway.

"The Coast of Folly" was adapted by Forrest Halsey from the immensely popular novel by Coningsby Dawson. Anthony Jowitt, Dorothy Cumming, Alec Francis, Lawrence Gray, Arthur Hausman and others appear in the strong supporting cast.

New Screen "Find" Gloria Swanson's Leading Man in "Coast of Folly"

Gloria Swanson describes Anthony Jowitt, leading

twenty years later we see her the leader of the luxury loving younger set at Palm Beach, the celebrated "Coast of Folly."

Anthony Jowitt, playing Larry Fay popular and wealthy young society man, who is married to the cold and beautiful Dorothy Cumming, falls in love with Gloria. Their friendship begins innocently enough, but is maliciously misconstrued by the gossips of the smart set.

Mystery

Returning home early one morning from a hilarious masquerade ball, Gloria finds her faithful old nurse bound and gagged. The house has been rifled and a packet of naive love letters, written in fun by Larry to Gloria, has been stolen. Fay has accompanied her home from the ball. When the police arrive, they find him there able to give only bewildered explanations for his presence at that hour of the morning.

On the following day the newspapers blaze with headlines of the scandal.

In Paris, Gloria as Nadine, the mother, is now married to the Count de Tauro, madly in love with him, her past concealed. She reads the cabled dispatches of the scandal, and her maternal-urge to save her daughter brings her on the first boat to Palm Beach.

Fay, who sees his wife's hand behind the plot, has begged her to free him from their marriage bonds and she has refused. Gloria, as Joyce, now realizing that she loves Larry, goes to his wife to appeal to her sense of fairness, and to convince her there has been nothing wrong.

Heart Appeal

The Countess de Tauro has preceded her daughter to call on Mrs. Fay. They are old friends. She sits on a balcony, concealed, with a bachelor with whom Constance (Miss Cumming) has been having an affair, and hears her daughter's spirited plea. The pleading of Gloria is futile.

Determined to save her daughter, the Countess arranges a party, and through a clever scheme places Mrs. Fay in a compromising position with the bachelor.

When the stage is set, Larry arrives with a group of reporters and detectives. The Countess gives Mrs. Fay her choice. She can face the scandal or clear Gloria's name and give Larry a divorce.

If Larry's wife chooses the latter course then the Countess must assume the scandal herself and lose the love of her own husband. It is a question of sacrificing herself for her daughter. What ensues is a climax of terrific suspense.

Alec Francis is cast in the role of the Count de Tauro. Jed Prouty, Eugenie Besserer, Lawrence Gray and Arthur Hausman complete the cast of the production which, according to advance reports, is destined to prove even more popular than "Madame Sans Gene."

Gloria Swanson Has First Dual Role On Screen in "The Coast of Folly"

Gloria Swanson has her first dual role in pictures in the Allan Dwan-Paramount production, "The Coast of Folly," which comes to the.....Theatre for a run of.....days on.....next.

The main role is that of Joyce Gathway, young and beautiful society girl, the leader of the smart set in New York and Palm Beach.

The other characterization is of Joyce's mother, first as Nadine Gathway, the lovely wife who deserts a bore-some middle-aged millionaire in search of romance, and in the latter part of the story as the Countess de Tauro, wedded happily to a French nobleman, twenty years after deserting her millionaire husband.

Allan Dwan, Paramount's noted producer-director, said that Miss Swanson has accomplished the most finished performance of her career in the new picture; that she assumed the different roles with remarkable smoothness and conviction. It required long hours of thought, study and word to present each character in its genuine mood.

Forrest Halsey adapted "The Coast of Folly" from the popular novel by Coningsby Dawson. Prominent in the strong supporting cast are Anthony Jowitt, new screen "find" who has the leading man's role opposite Miss Swanson; Alec Francis, Lawrence Gray, Arthur Hausman, Dorothy Cumming, Jed Prouty and Eugenie Besserer.

Gloria Swanson Heiress to Immense "Fortune With a String" in New Film

If you were left an immense fortune in a will that placed a restriction on your conduct would you regard it as "an insult from the dead?"

This attitude is felt by many heirs and heiresses, who find that stringent clauses contained in wills are exacting in respect to what they may and may not do.

An interesting situation of this sort occurs in "The Coast of Folly," Gloria Swanson's new starring picture for Paramount, directed by Allan Dwan and coming to the.....on.....

Joyce Gathway, portrayed by Miss Swanson, is left millions by her father, with the provision that should she ever become involved in any scandal she automatically loses her fortune.

The reason for the provision is that her mother, also enacted by Miss Swanson, had fled from home in search of the glamour and excitement of new love affairs, and thereby disgraced the family.

The girl, being highspirited, resents the distrust of her conduct which emanates from the grave. A tremendously dramatic situation is involved in the working out of the story.

Anthony Jowitt is Gloria's leading man in the production, adapted for the screen by Forrest Halsey from the "best-seller" novel by Coningsby Dawson, author of "The Kingdom Round the Corner," etc. Lawrence Gray, Dorothy Cumming, Arthur Hausman, Jed Prouty, Alec Francis and others just as well known appear in the cast.

Miss Swanson has three characterizations, each widely different, in her new starring picture. One is that of Joyce Gathway, a lovely, high-spirited young society girl. The second is Joyce's mother, Nadine Gathway beautiful wife of a millionaire whom she deserts. The third calls for the most powerful portrayal of all, that of Countess de Tauro, who is Nadine twenty years later.

Each of the roles demands a difference of dress, mannerism, mood and temperament. Becoming three different persons thoroughly in appearance and in every other way, is a herculean dramatic feat which the star has accomplished with a spirit that compels wonder.

"The Coast of Folly" is an adaptation by Forrest Halsey of the novel of the same name by Coningsby Dawson. Anthony Jowitt plays opposite the star. Others in the strong supporting cast are Alec Francis, Dorothy Cumming, Jed Prouty, Lawrence Gray, Arthur Hausman and Eugenie Besserer.

Gloria Says It's Her Aim to Make Each Picture Different From Her Others

Gloria Swanson, the most brilliant actress on the screen, says that she aims to make each picture different from her others.

The public does not like sameness in screen plays, she believes, and making pictures along a certain type does not develop a player's versatility.

The Paramount star's success in finding new characterizations is well known. Every production she has made has struck a different note and a new theme.

In "The Coast of Folly," her latest production, she goes a step further and combines three roles in one play, an instance of versatility that has never been equalled by a film actress.

The three roles are completely different in dress, manner, and appearance. One role is that of Joyce Gathway, a lovely society girl. Another is that of Joyce's mother, Countess de Tauro, middle-aged,

sophisticated, a creature of luxury and jewels. In a prologue to the picture Miss Swanson portrays Nadine Gathway, who is the Countess twenty years younger. Her garments are in the styles of a score of years ago and she wears a Gibson girl pompadour.

Allan Dwan, Paramount's famous producer-director, directed "The Coast of Folly," which offers a decided contrast to "Madame Sans Gene," Gloria's preceding picture of the romance of a laundress who became a duchess, laid in the Napoleonic period. Anthony Jowitt is Gloria's leading man in "The Coast of Folly." Alec Francis, Dorothy Cumming, Jed Prouty and Arthur Hausman also have important supporting roles.

Has Every Star a Double in Hollywood? "The Coast of Folly" Proves They Have

Has every star her double in Hollywood?

Yes.

And yes, again!

Most of them have two, three, four or more doubles. Not doubles who really double for them, but merely doubles who resemble them to a striking extent, because the day of "Doubles" is gone.

Gloria Swanson discovered that she had six of them in a masquerade sequence of her latest Paramount picture, "The Coast of Folly." This made seven Glorias on the ballroom floor of the masque affair.

There was Gloria, herself, as "Pollyanna." The girls doubling for Gloria wore costumes of her character roles in "Wages of Virtue," "Madame Sans Gene," "Zaza," "The Humming Bird," and "A Society Scandal." Double number 6 was Gloria rigged out in a costume with the label, "The Clotheshorse."

In the scene were doubles for practically every star in Hollywood. There were several of Douglas Fairbanks, of Pola Negri, Harold Lloyd, Alice Terry, Betty Bronson, and so on. Anthony Jowitt, leading man for Miss Swanson in the picture, was made up as a double for Douglas Fairbanks in "Robin Hood." There was one "Peter Pan," slim and elf-like, and another one who weighed 250 pounds. But the latter was more than a double. She was in triplicate.

The masquerade ball sequence was an idea worked out by Miss Swanson and Allan Dwan, Paramount producer-director.

Anthony Jowitt, Dorothy Cumming, Alec Francis, Eugenie Besserer and others appear in the supporting cast of the production which was adapted for the screen by Forrest Halsey from Coningsby Dawson's unusually popular novel of the same name.

Gloria's First Public Appearance

Gloria Swanson made her first public appearance at the tender age of seven.

It happened as follows:

Her father, an army officer, was stationed at Key West for a time.

A man by the name of Frank Hayes gave a play for charity and Gloria sang.

She did so with an entire lack of self-consciousness. She sang splendidly for a child and was happy over the applause she received.

No stage fright at the age of seven. Poise and confidence were hers even then.

While Making "The Coast of Folly," her latest Paramount production, she frequently sang to the accompaniment of a four-piece string orchestra when some selection took her fancy. And many on the set at the Hollywood studio commented on the fine timbre and quality of her voice.

Allan Dwan, noted producer-director, who made the picture, said Gloria's singing enlivened things between scenes.

"The Coast of Folly" was written for the screen by Forrest Halsey from Coningsby Dawson's best selling novel of the same title. Anthony Jowitt plays opposite the star in the leading man's role. Alec Francis, Dorothy Cumming, Jed Prouty, Eugenie Besserer, Arthur Hausman and Lawrence Gray appear in the supporting cast.

dramatic ability. Anthony Jowitt, recently seen in "The Little French Girl" and "The Lucky Devil," heads the cast playing in support of the star. Others include Dorothy Cumming, Alec Francis, Jed Prouty, Lawrence Gray, Arthur Hausman and Eugenie Besserer. Forrest Halsey, who wrote the screen play "Madame Sans Gene," adapted the story for the screen from the best selling novel of the same name by Coningsby Dawson.

Palm Beach Background For "Coast of Folly"

"The Coast of Folly," Gloria Swanson's latest starring picture for Paramount, which will be the feature on.....Theatre on.....next. It has an American aristocracy of wealth as best exemplified in the exclusive orbit of Palm Beach, the "coast of folly," and New York.

In the prologue to "The Coast of Folly," Nadine Gathway, a young beautiful and tempestuous girl, married to a middle-aged millionaire, who is prosy and narrow by nature.

Bored by the dull rigidity of her married life she deserts him and seeks the romance in the world.

But mother's triumphs in the end. Years later after a colorful career, she is drawn irresistibly to her daughter when the latter becomes involved in a difficulty.

Miss Swanson portrays Nadine Gathway, and also Joyce Gathway, the daughter. She brings a dramatic finesse that is fairly genius into the characterizations.

True to life, the husband passes into the discard. How his wife finds happiness eventually on the very brink of destruction is a powerful theme of the story.

Allan Dwan, who directed Gloria in "Manhandled," "Her Love Story" and "Wages of Virtue," produces the story from Forrest Halsey's adaptation of the novel by Coningsby Dawson.

"The Coast of Folly" Gloria's Best to Date

Gloria Swanson lived twenty years during the filming of her latest picture.

It sounds unreasonable to state just that way, but here is how she did it:

The story, "The Coast of Folly" starts with the desertion of her millionaire husband by Gathway. Gloria first portrays Nadine Gathway.

Twenty years later, Nadine daughter, Joyce, is shown as the heroine of the picture. She is the pet of the younger set at Palm Beach. Miss Swanson is Joyce.

And then Nadine comes back in the story as the Countess de Tauro, the wife of a French nobleman whom she wed some years after deserting her first husband. And, of course, Miss Swanson with the aid of a makeup box and a gorgeous costume is the Countess.

In one respect a triple role in the picture and the Countess's characterization, as another, it might be said.

Allan Dwan directed the production from an adaptation of Coningsby Dawson's novel by Forrest Halsey.

Gloria Disports Herself On "The Coast of Folly"

The old adage has been changed in this particular instance it is not "Like father, like son," but "Like mother, like daughter."

The comparison arises from a situation in "The Coast of Folly" Gloria Swanson's latest picture for Paramount, due at the.....on.....

The mother, Nadine Gathway, becomes involved in a notorious scandal through deserting her husband, a stodgy, middle-aged millionaire, who seeks love and excitement.

When her daughter, Joyce, grows into a young woman, she gets entangled in a love triangle and the malicious tongues of society wag with scandalous de, "Like mother, like daughter."

The working out of the story is surpassing interesting, having a colorful background of American society at Palm Beach and New York, a sequence laid in Paris.

Allan Dwan directed the picture.

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Bored by the dull rigidity of her married life she deserts him and her baby, faring forth in the world to seek the romance her heart craves.

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husband but who, on the other hand, hasn't the slightest intention of letting him—or rather his millions—escape her. Larry finds in Joyce all the companionship and understanding that he is denied by his wife, while to him Joyce is her real self which the code of "the coast" and her set forbid her to be—a natural, loving and wholesome girl.

Complications develop with such startling swiftness that Nadine, now ensconced as the wife of the Count de Tauro—and she's deeply in love with her husband,—hastens to New York from France determined to save her daughter's name and, if possible, promote her happiness with Larry. She subtly contrives to place Mrs. Fay, the cause of all the rumpus, in a compromising position.

With the climax develops the situation that Nadine must take the blame for the odious situation and the scandal attached to it herself if she wants to clear Joyce. Doing this will cost her the love and respect of her titled husband. It takes but a moment for her to decide and with her decision the picture comes to a truly unusual and appealing close.

It's a pretty sure bet that all Swanson pictures hereafter will be compared to "The Coast of Folly"—that's the kind of picture it is. Never was Gloria more glorious. And gowns!

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As the daughter, Joyce, she provides scenes that are wistful. With love tearing at her heart and scandal staring her in the face, she pleads with an older woman not to misjudge her—not to blacken her character in society. And when curiously refused she rises spirited and defiant and lashes her enemy with fine scorn.

"The Coast of Folly" is Gloria Swanson's greatest acting picture. Gloria, as mother and daughter, gives the most finished and convincing performance that has been seen on the screen. She is sparkling, gay and lovely to look upon—a dainty and gorgeous butterfly blown to the verge of destruction by the harsh winds of scandal.

Dorothy Cumming has the role of Constance Fay, Larry's lovely wife with a heart of ice. Alec Francis plays the Count de Tauro. Jed Prouty, Eugenie Besserer, Lawrence Gray and Arthur Hausman complete the cast.

Bevy of Beauties in Bathing Scenes In Paramount's "The Coast of Folly"

Several hundred girls participated in a beauty contest in Hollywood without being aware of it.

Two score of them, the loveliest in Southern California, were winners. Their award was to appear in "The Coast of Folly," Gloria Swanson's new starring picture.

Allan Dwan, Paramount's noted producer-director, was the judge of the unusual contest.

As the hundreds of girls, summoned by the casting director, sauntered about the studio grounds, Mr. Dwan, standing aside, unseen, appraised them for beauty, poise, manners and grace in wearing clothes.

One-hundred of the girls were asked to remain. Then they realized that they had been entries in a beauty parade, all unknowing. Mr. Dwan eliminated sixty of the hundred and the remaining forty were taken to Del Coronado Beach, famous Southern California resort, for beach scenes of "The Coast of Folly."

The winners were averaged and the results provided the standard by which the ideal Hollywood girl for 1925 is to be judged. The ideal beauty for this year is five feet and three inches tall, weighs 118 pounds, has golden-chestnut hair and grayish-blue eyes.

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The countess, suppressing her fury under the demeanor of the polished, sophisticated woman who has lived abroad, carries the fight to her enemy. She has known Constance Fay in the past, and knows she is involved in a secret amour with a clubman.

Mrs. Fay is cruel, haughty and wary. It is difficult to force her hand, but the Countess succeeds in arranging a hilarious party and trapping Mrs. Fay in a compromising situation with the clubman.

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And years later, latent motherhood bursts into a consuming flame, and the return of the child is demanded. Seldom, if ever, does the foster-mother yield the child she has learned to love as her own.

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The duel of hate between Nadine and "Nanny" is of brief duration. The hate is all on "Nanny's" side, but it has a tigress-intensity. It is snuffed out, however, by the splendid, self-sacrificing way in which Nadine comes to her daughter's rescue. This motif is only incidental to the highly dramatic plot of the story.

Miss Swanson portrays both Nadine and Joyce Gathway.

"The Coast of Folly" was adapted by Forrest Halsey from the immensely popular novel by Coningsby Dawson. Anthony Jowitt, Dorothy Cumming, Alec Francis, Lawrence Gray, Arthur Hausman and others appear in the strong supporting cast.

New Screen "Find" Gloria Swanson's Leading Man in "Coast of Folly"

Gloria Swanson describes Anthony Jowitt, leading man in her latest picture, as a distinctly new screen personality.

The star says, that in her opinion, Jowitt is original in his portrayals, striking out for himself instead of adopting the mannerisms of other actors.

"Mr. Jowitt is a new and distinct type," said Miss Swanson. "He neither looks like nor acts like any leading man in motion pictures today, and he is developing a technique of his own that has strength and conviction."

The actor, thus honored, plays opposite Miss Swanson in "The Coast of Folly," which Allan Dwan is directing for Paramount. The story is an adaptation from Coningsby Dawson's novel by Forrest Halsey.

Jowitt came to America from England to write, as a number of his stories had been published in London. Jesse L. Lasky, Paramount's first vice-president in charge of production, saw Jowitt on the stage in New York. He spoke with him between acts and made an appointment for an interview the next day. A contract to appear in Paramount pictures followed.

Jowitt is distinguished in appearance. He is well over six feet tall and has splendid carriage. His features are clear cut and expressive. Before being selected as Miss Swanson's leading man he appeared in "The Little French Girl," and "The Lucky Devil," Richard Dix's latest starring picture.

Gloria Swanson's new leading man has made good with Hollywood. Everyone in Hollywood, who saw him dancing at the famous Montmartre Cafe, wanted to know who he was. The answer came from all sides, "That's Gloria's leading man in the 'Coast of Folly'."

When he was interviewed he talked about Miss Swanson. He was very enthusiastic in saying, "Playing opposite Miss Swanson has meant a great deal to me, she has been my favorite actress for a long time. I certainly never expected to have this opportunity. She is a constant revelation. Miss Swanson always has time to tell you some helpful thing. In this picture she knew I was somewhat inexperienced so she gave me a hundred hints that all helped."

"In her home she is one of the most gracious hostesses I have ever seen. She is invariably pictorial. Her conversation sparkles, and it is repartee about interesting events, music and books and people."

"She is and always will be a great example to me of the heights one can reach if one is in earnest."

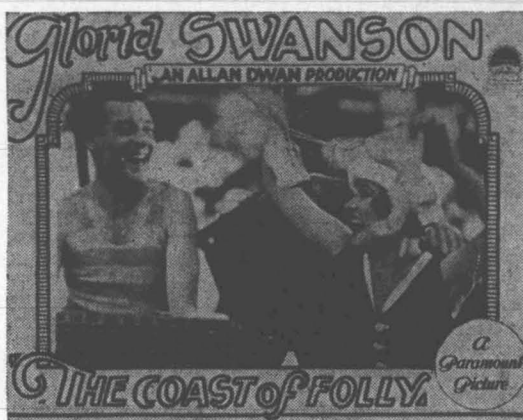
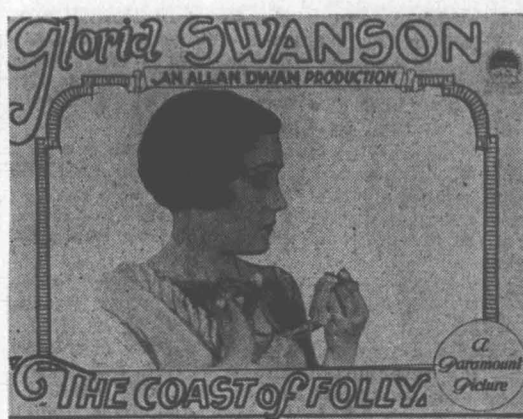
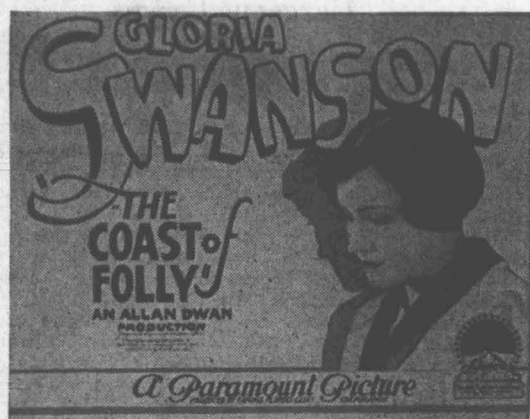
Allan Dwan directed Miss Swanson's latest starring picture, "The Coast of Folly," which opens on next at the Theatre.



Gloria Swanson in "The Coast of Folly"

EVERYTHING YOU NEED FOR

"If It's Worth Running, It's Worth Showing"



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
3' x 10' Banner.....	2.00

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored) (2 Styles).....	.40
11 x 14 Set of Eight (Colored).....	.60

For Newspaper Ads ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Supplementary (Two Column).....	.10
Three Column.....	.15

Four Column.....	.25
Seven Column (Full Page).....	.50

FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Combination Lobby Frames.....	2.00
Cardboard Still Frames.....	.15
Enlarged Stills.....	1.00
(Set of Eight).....	5.00
Swanson "Rainbow" Photos.....	2.00
Heralds, per thousand.....	5.00
Rotogravure Magazine, per thousand.....	7.50
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos, Each.....	.10

Service or DeLuxe Trailers—
National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.

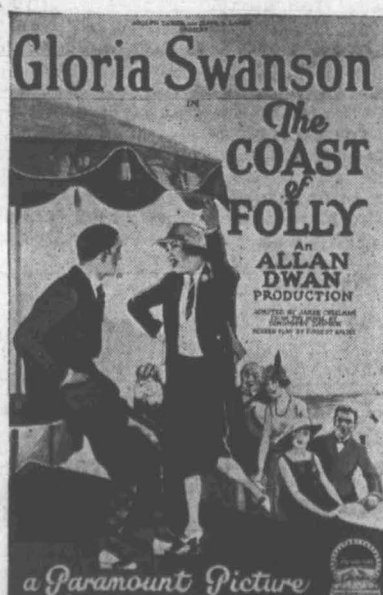
Press Books and Music Cues are gratis.



Colored Insert Card

SPECIAL!

In addition to the regular 11 x 14 lobby cards, you can secure a set of special 14 x 17 enlarged stills, consisting of beautiful fashion portraits of Gloria Swanson and punch scenes. \$1.00 apiece, or \$5.00 for complete set of eight.



NEW FRAMES

Two new items have been added to Paramount Ad Sales material. One is a neat and classy cardboard frame to hold a single still. Suitable for the highest class windows and store displays. Price to exhibitors, 15c each. The other is a combination 22 x 28 lobby



Gloria Swanson in "The Coast of Folly"

YOU NEED FOR YOUR CAMPAIGN

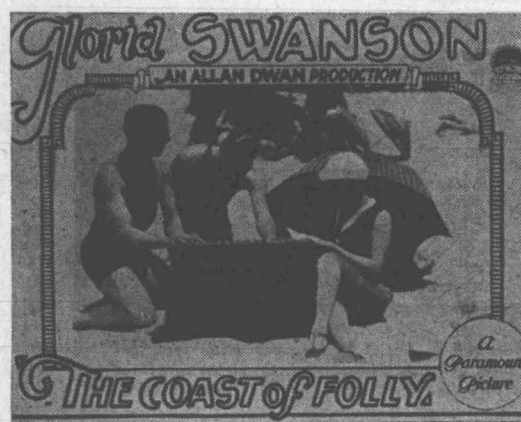
Worth Running, It's Worth Advertising"



Colored Insert Card

SPECIAL!

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CLASSY LOBBY PHOTOS—EACH 11" x 14"

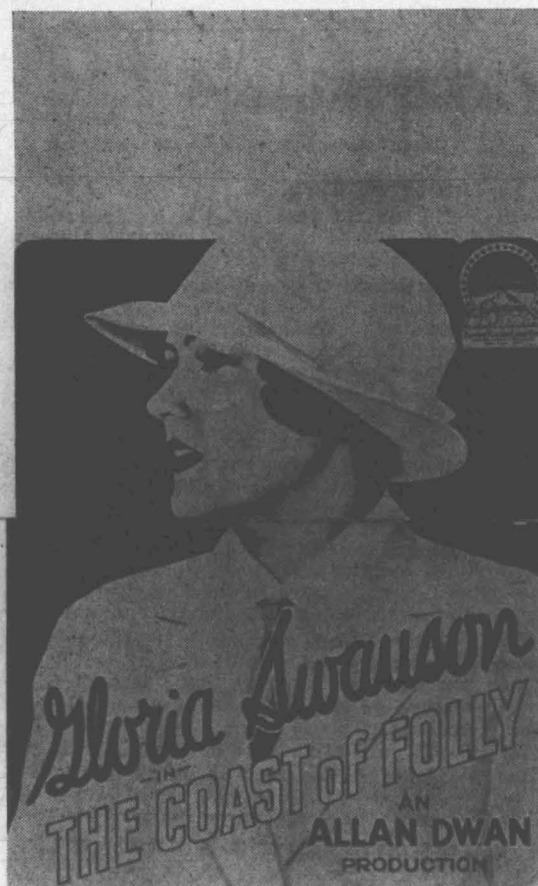
WINDOW CARD

On the left is a reproduction of the window card on "The Coast of Folly."

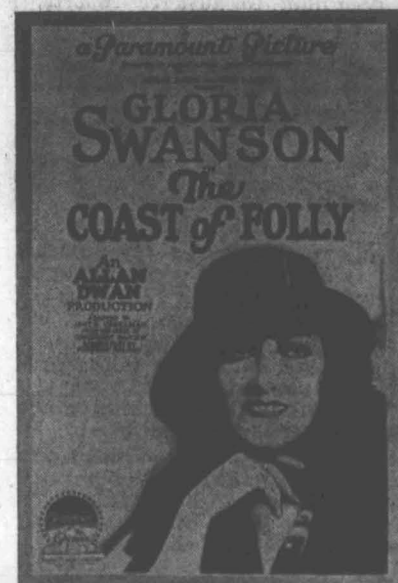
The original is a beauty—strikingly colored and a positive eye-catcher.

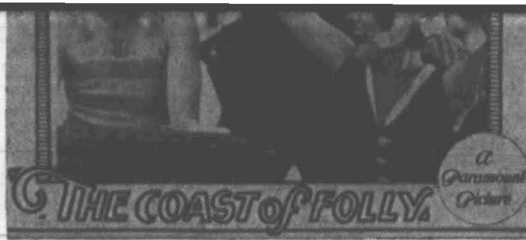
At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.



Put the picture over the top by putting posters over the town. Here are real business-getters!





SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

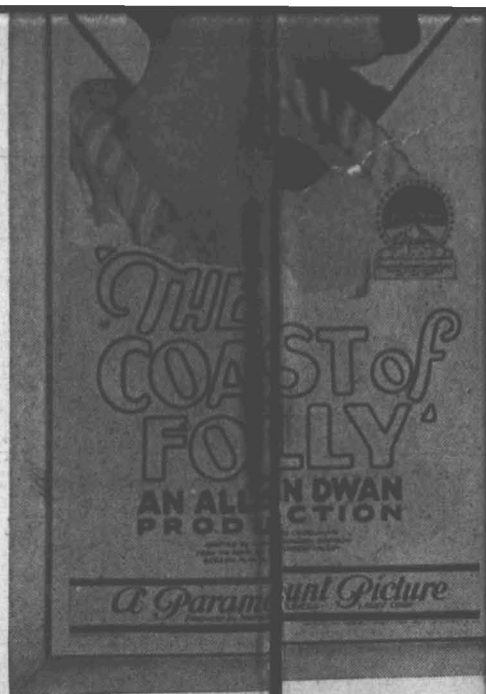
All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS		Four Column25
One Sheet (1A and 1B)	\$.15	Seven Column (Full Page)50
Three Sheet (3A and 3B)45	FOR GENERAL EXPLOITATION	
Six Sheet (6A)75	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
Twenty-four Sheet (24A)	2.40	Insert Cards (14 x 36 in. to fit above) ..	.25
3' x 10' Banner	2.00	22 x 28 Gilt Frames	1.50
PHOTOS FOR YOUR LOBBY		Combination Lobby Frames	2.00
22 x 28 (Colored) (2 Styles)40	Cardboard Still Frames15
11 x 14 Set of Eight (Colored)60	Enlarged Stills	1.00
		(Set of Eight)	5.00
For Newspaper Ads ADVERTISING CUTS			
One Column35	Heralds, per thousand	5.00
Two Column65	Rotogravure Magazine, per thousand ..	7.50
Supplementary (Two Column)25	Window Card07
MATS, ADVERTISING, PRODUCTION, ETC.		Announcement Slide15
One Column05	Publicity Photos, Each10
Two Column10		
Supplementary (Two Column)10	Service or DeLuxe Trailers—	
Three Column15	National Screen Service	

Press Books and Music Cues are gratis.

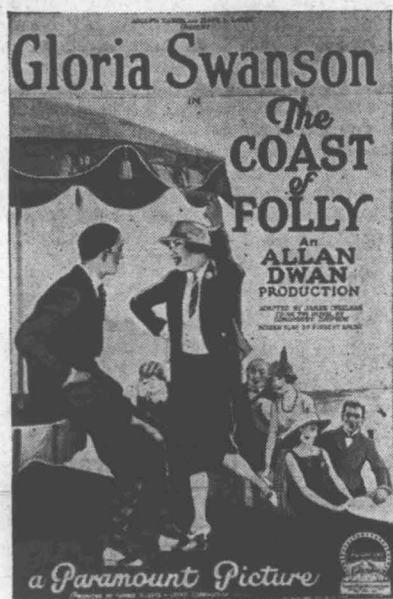
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.



Colored Insert Card

SPECIAL!

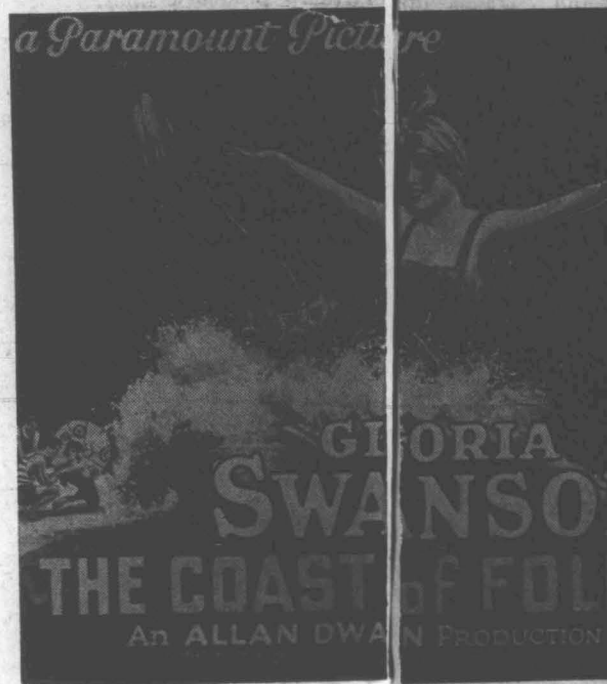
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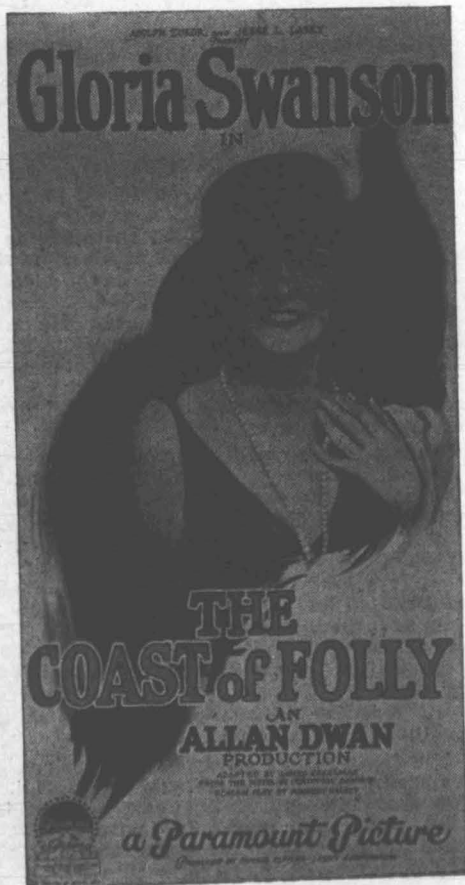
One Sheet Poster 1A

NEW FRAMES

Two new items have been added to Paramount Ad Sales material. One is a neat and classy cardboard frame to hold a single still. Suitable for the highest class windows and store displays. Price to exhibitors, 15c each. The other is a combination 22 x 28 lobby frame which accommodates either four 11 x 14's or a 22 x 28. It sells for \$2.00. The plain 22 x 28 frames, at \$1.50 each, are also available.



Poster 6A



Three Sheet Poster 3A

"Showman's Manual"

Showman, meet the "Showman's Manual!" Also the "Showman's Manual Bulletins!"

Two big gold mines of exploitation suggestions on the Greater Forty.

Two more big reasons why Paramount leads the pack.

The "Showman's Manual" is an 80-page book, containing advance synopsis, cast, highlights and exploitation ideas on each of the Greater Forty.

The "Showman's Manual Bulletins," published periodically as far in advance of release date as possible, will concentrate on three or four pictures at a time so as to squeeze in every valuable box-office idea that comes along up to the minute of going to press.

Copies may be secured, free of charge, from your local Paramount exchange or from the exploitation man in your territory.

HERE
chan
tures over

ANSLEY,
BALSLEY,
BIRCH, A.
CALLAHAN,
CORCORAN,
CUNNINGHAM,
DANZIGER,
DUNHAM,
EAGLES,
FRANKLIN,
GAMBRIEL,
GEYER, I.
HAAS, J.
HELLMAN,
KANTNER,
MALONE,
McCONVILLE

MENDELSON,
McINERNEY,
MOON, R.
PICKERING,
PUTNAM,
RENAUD,
ROBSON,
SWIFT, H.
WALL, E.
WATERSTON,
WHEAT, J.
WILLIAMSON,
WRIGHT,
ZELTZNER



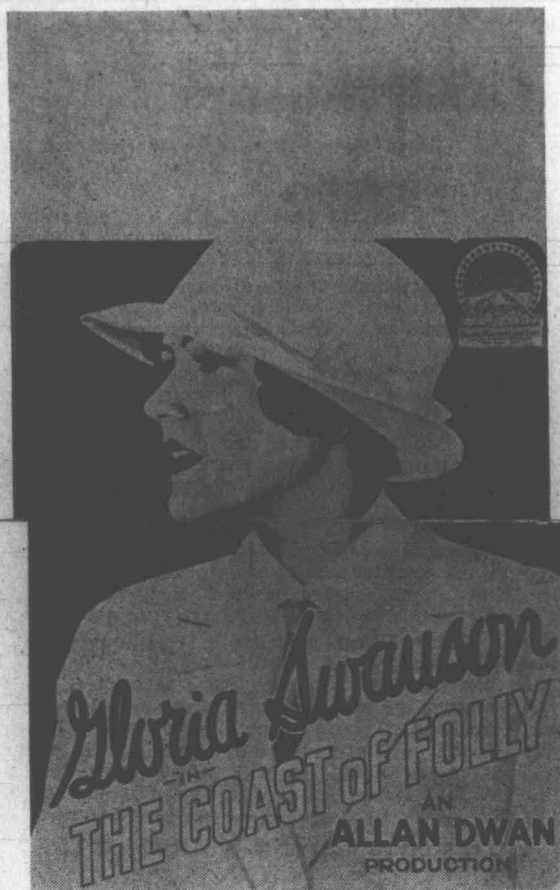
CLASSY LOBBY PHOTOS—EACH 11" x 14"

THE COAST OF FOLLY
AN ALLAN DWAN PRODUCTION
A Paramount Picture

Colored Insert Card

SPECIAL!

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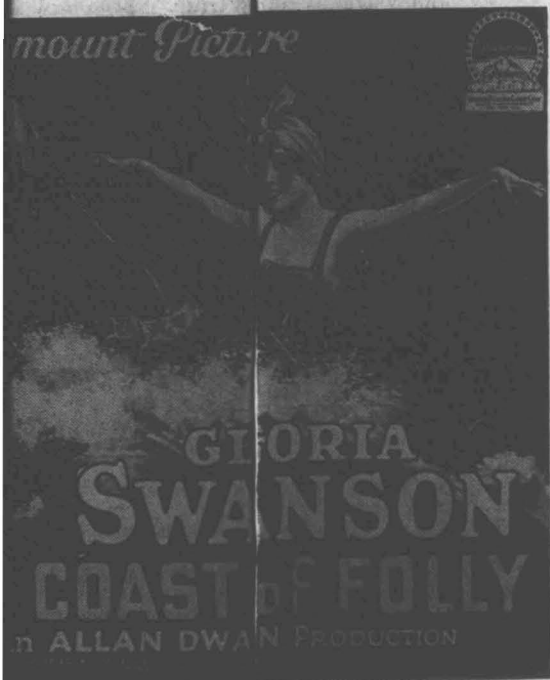
WINDOW CARD

On the left is a reproduction of the window card on "The Coast of Folly."

The original is a beauty—strikingly colored and a positive eye-catcher.

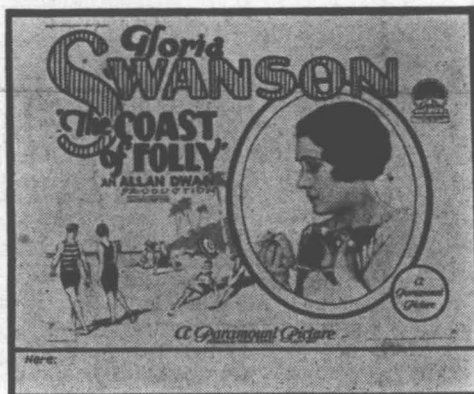
At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.

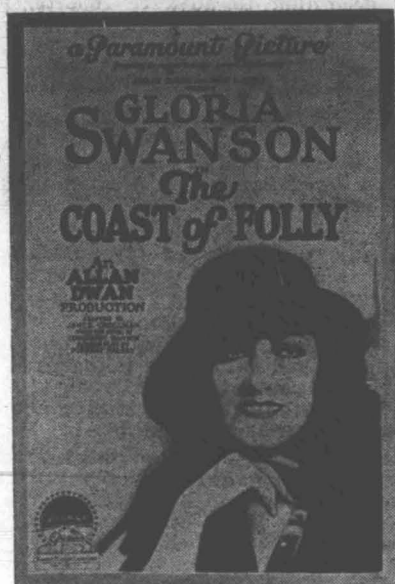


Poster 6A

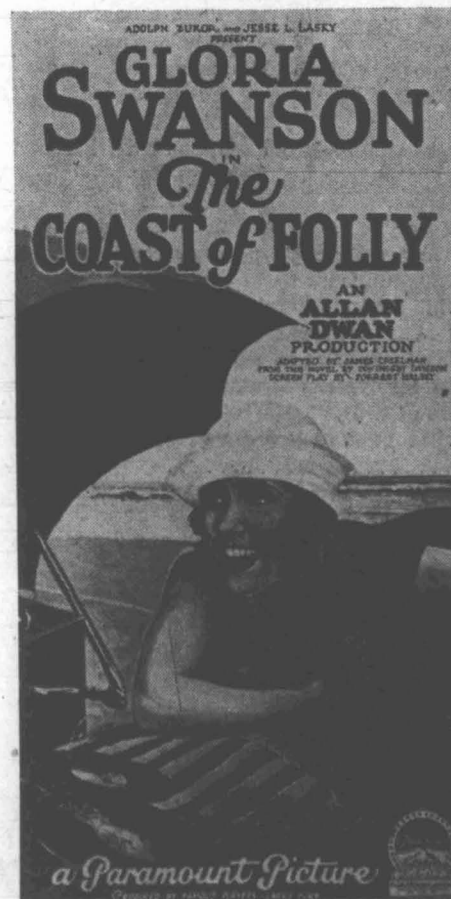
Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Three Sheet Poster 3B

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

ANSLEY, SEYMOUR	1610 Davenport St.	Omaha, Neb.
BALSLEY, LEE D.	265 South Front Street	Memphis, Tenn.
BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	300 S. Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
FRANKLIN, KENTON	514 West Grand Ave.	Oklahoma City, Okla.
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MALONE, TED	211 South Mint Street	Charlotte, N. C.
McCONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass. (and Portland, Me.)
MENDELSSOHN, WILLIAM	1219 Vine St.	Philadelphia, Pa.
McINERNEY, JOHN E.	206 Victoria St.	Toronto, Can.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E 2nd South St.	Salt Lake City, Utah
PUTNAM, LUTHER L.	501 Soledad Street	San Antonio, Tex.
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	116 W. Michigan St.	Indianapolis, Ind.
WIEST, JAMES M.	110 North Lee St.	Jacksonville, Fla.
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
WRIGHT, WILLIAM H.	251 N. 5th St.	Columbus, Ohio
ZELTNER, IRWIN	1563 E. 21st St.	Cleveland, Ohio

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<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



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